CORPORATE STYLE GUIDE

Identity and Brand Standards August 2012

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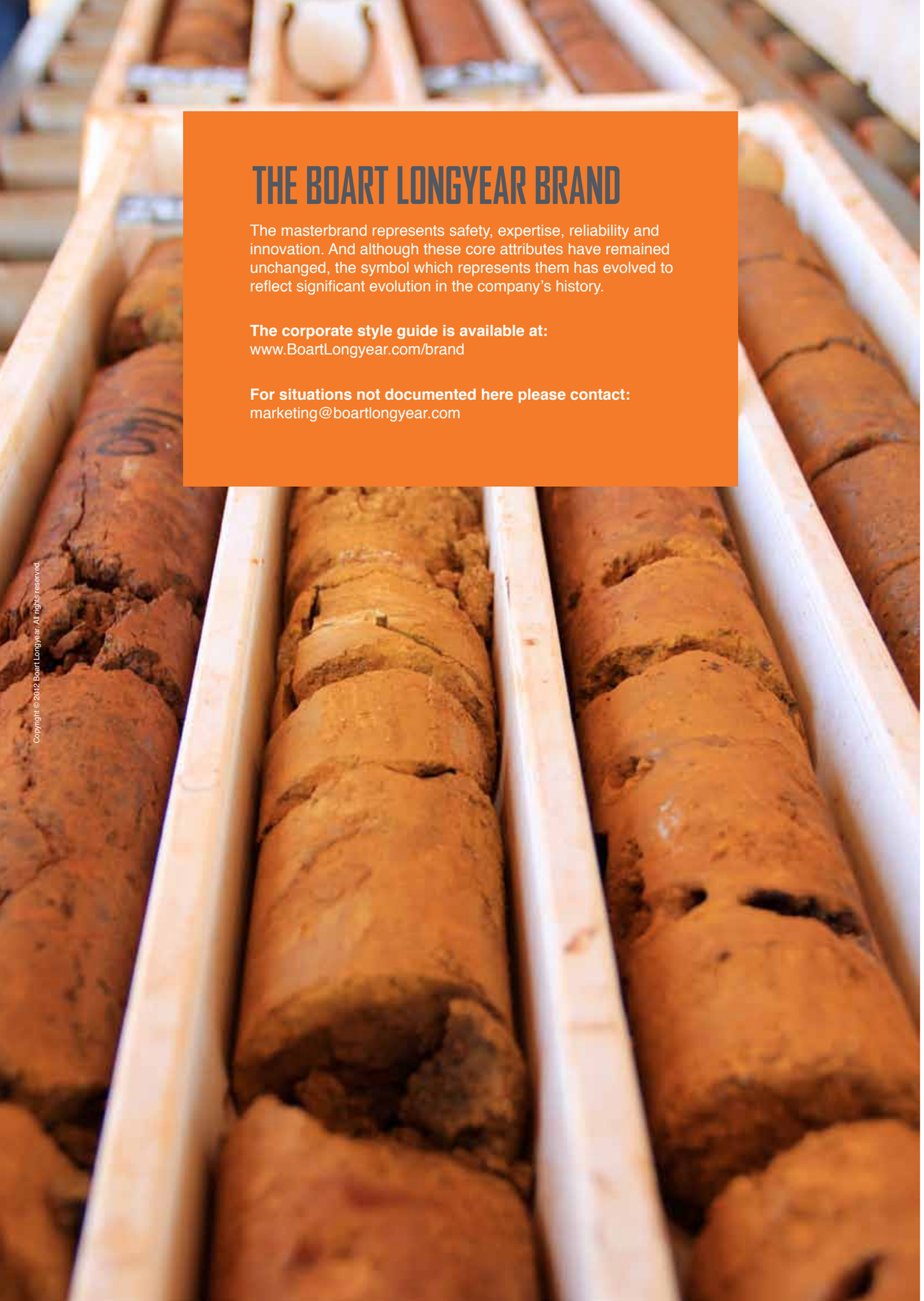
BOART LONGYEAR™



THE BOART LONGYEAR BRAND

The masterbrand represents safety, expertise, reliability and innovation. And although these core attributes have remained unchanged, the symbol which represents them has evolved to reflect significant evolution in the company's history.

The corporate style guide is available at:
www.BoartLongyear.com/brand

For situations not documented here please contact:
marketing@boartlongyear.com

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BRAND GUIDE OVERVIEW

The Boart Longyear brand is more than a logo, a color, or a typeface; it is the total experience a customer has with the company.

For that reason, it is critical to maintain consistency in all customer interactions, from products and catalogs to tradeshows and employee contact. The consistent use of brand elements, as defined in this guide, work together to build recognition and equity in the Boart Longyear brand.

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BRAND OVERVIEW

This Corporate Brand Style Guide serves as a resource to help all employees:

- Appropriately position the Boart Longyear brand
- Convey company strengths with consistent and well-defined collateral
- Enable clear and simple business communications
- Maximize the value of brand assets
- Provide a uniform brand strategy for migrating acquired brands to Boart Longyear standards
- Promote Boart Longyear as a unified group, as opposed to individually branded businesses or divisions

Although some rules presented in this guide are fixed, they are not intended to be limiting. There is scope for creative expression within the context of the guidelines, provided consistency and simplicity are maintained.

Contact a member of the Marketing team for advice and guidance on any aspect of these guidelines, or for approval to use the corporate logo in any way that is not covered within these guidelines.

Note that All Boart Longyear communication materials using the corporate logo must be proofread and approved by the Marketing team before final production.

marketing@boartlongyear.com

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WHY FOLLOW THIS STRUCTURED SYSTEM?

By working within a structured system to develop marketing materials, Boart Longyear can:

- Create a consistent brand image
- Build awareness of promotional gaps and stop unnecessary material being produced (saving time and money)
- Avoid duplication of material in different regions
- Continually update and improve literature

APPROVAL PROCESS

All Boart Longyear marketing and branding communications must be approved by the Marketing department before use.

Specifically, all materials used in advertising, catalogs, direct mail, tradeshows, video production, collateral, web content, PowerPoint™ templates, facilities signage and vehicle labeling and identification, must be approved by the Marketing department before implementation. See the Approval Levels table below.

For approvals, contact the Marketing department at:

marketing@boartlongyear.com
+1 801-972-6430
+1 800-453-8740 (from US or Canada)

DEVELOPMENT SUPPORT

For support in the development of marketing materials, including advertisements, catalogs, direct mail, tradeshow elements, collateral, etc., please contact the Marketing department:

marketing@boartlongyear.com

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MARKETING - APPROVAL LEVELS

Brand Council
Design Templates
Copyright Usage
Patent Usage
Web Design

Global Marketing
Logo Usage
Font Usage
Color Usage
Advertising
Catalogs
Direct Mail
Tradeshows
Photography
Video Production
Collateral
Web Content
PowerPoint Templates

Regional Manager
Regional Presentations
Sales Correspondence

Direct Manager
General Presentations

1890
First diamond core hole is drilled by Edmund J. Longyear in northern Minnesota

1890
E. J. Longyear "Longyear" Company is formed, providing contract drilling services

1912
First international drilling project conducted in Cuba

1936
Participates in the discovery of the Falconbridge nickel deposits at Sudbury

1958
Develops the wireline drilling system

1960s
Develops Longyear Drills for the Apollo project

1974
Boart International acquires 100% of Longyear Company

1980
Developed impregnated bit technology

1981
Acquires Lang, USA

1986
Acquires Morrisette, Canada

1994
Acquires SDS & North Star

1995
Boart Longyear formally merge

2005
Boart Longyear sold by Anglo American

2006
Acquires NWD, Drillcorp, KWL, Prosonic and Grimwood Davies

2007
Acquires Connors Argentina & Chile

2008
Acquires Eklund Drilling, Britton Brothers, and Aqua Drilling

2008
Boart Longyear debuts on the Australian Stock Exchange as one of the largest IPOs in Australian history

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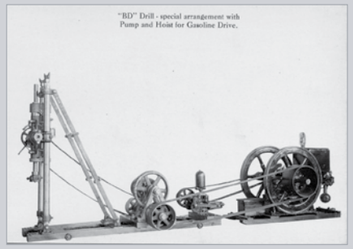
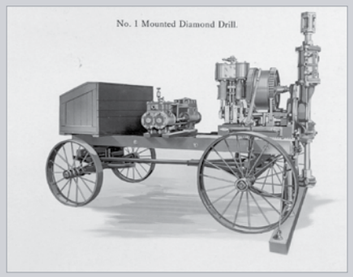
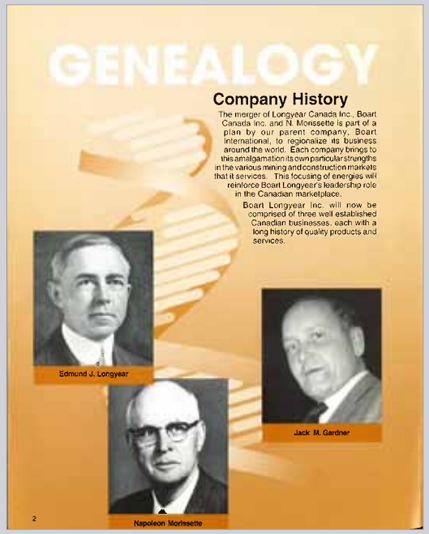
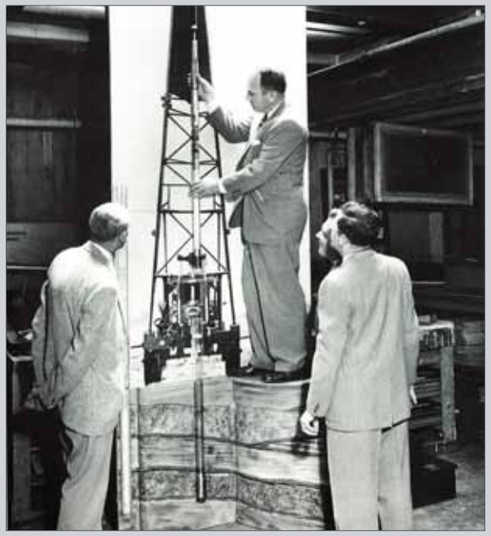





GENEALOGY
Company History
The merger of Longyear Canada Inc., Boart Canada Inc. and N. Morissette is part of a plan by our parent company, Boart International, to regionalize its business around the world. Each company brings to this amalgamation its own particular strengths in the various mining and construction markets that it services. This focusing of energies will reinforce Boart Longyear's leadership role in the Canadian marketplace.
Boart Longyear Inc. will now be comprised of three well established Canadian businesses, each with a long history of quality products and services.
Edmund J. Longyear
Jack M. Gardner
Napoleon Morissette
2



LOGO

The Boart Longyear logo is one of the company's most valuable assets. Its value increases as it is used properly and consistently in identifying the company. It unites the company's regions and divisions under one global umbrella. By providing a uniform logo wherever visual identification occurs, it projects the quality that Boart Longyear has come to represent. The logo is the core element of visual identity. It should be seen on everything from vehicle identification to advertisements to promotional materials.

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LOGO USAGE & FORMATS

The logo should always be used as downloaded and never recreated. There are no approved modifications to the logo. The logo should always bear the trade mark symbol TM/™.

The logo is available in EPS, JPG, PNG and GIF format. The appropriate artwork format should be used on the requirements of the situation. Where possible, file formats should preferably be used as follows:

- **EPS:** All professionally printed applications
- **JPG:** Microsoft programs, online usage
- **PNG**: Online usage
- **GIF:** Online usage

Logo files are available for download from The Underground or can be requested from marketing@boartlongyear.com.

The logo consists of two elements: the spinner and the corporate logotype. It should not be redrawn, digitally manipulated or altered. It must always be reproduced from a digital master reference.

In order to maximize its visual presence, the logo requires a surrounding area clear of any other graphic elements or text. The exclusion zone is equal to the width of the spoke (“x”.) Always allow at least this amount of clear space around the logo.

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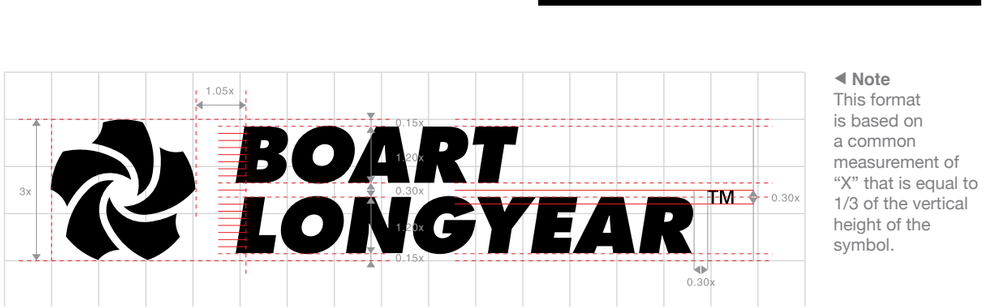
MASTERBRAND FORMAT: PREFERRED LOGO

The most commonly used format of the masterbrand signature is the double-stack linear format. The masterbrand always appears in a set size and position on all our communications.

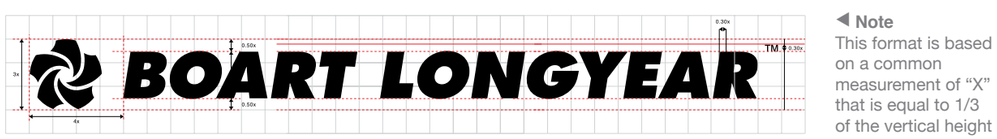


◀ **Note**
This format is based on a common measurement of “X” that is equal to 1/3 of the vertical height of the symbol.

The trademark symbol (™) should be used in all logo applications, without fail.
The only exception when the spinner appears by itself, then the reigstered mark (®) should be used.

MASTERBRAND FORMAT: SINGLE-STACK

The secondary signatures are only to be used when the primary signature will not fit well within a particular application format. These signatures include the single-stack format, the triple-stack format, the spinner and the spinner block.



◀ **Note**
This format is based on a common measurement of “X” that is equal to 1/3 of the vertical height of the symbol.

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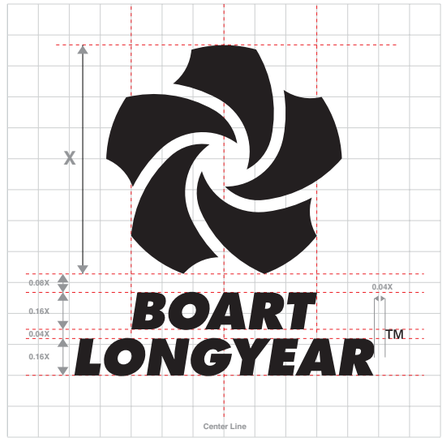
MASTERBRAND LOGO: TRIPLE-STACKED

The secondary signatures are only to be used when the primary signature will not fit well within a particular application format. These signatures include the single-stack format, the triple-stack format, the spinner and the spinner block.



◀ Note
This format is based on a common measurement of “X” that is equal to 1/3 of the vertical height of the symbol.

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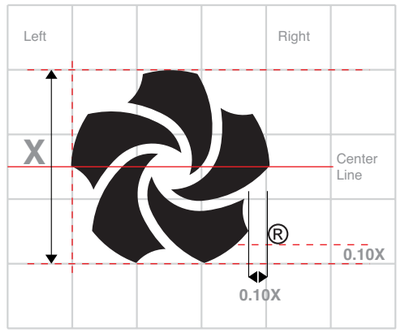
MASTERBRAND MARK: SPINNER

The spinner from the preferred logo can be used alone as a secondary signature. It should only appear in black, as shown below.



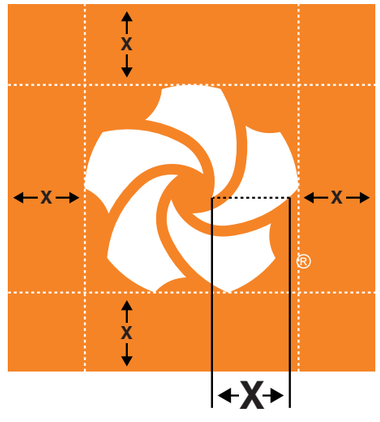
◀ Note
This format is based on a common measurement of “X” that is equal to the vertical height of the spinner.

The Spinner is the only version of the logo that uses the registered mark (®).

The trademark symbol (™) should be used in all other logo applications.

MASTERBRAND MARK: SPINNER BLOCK

The spinner block is the white version of the spinner appearing in an orange square. It is the only version of the logo that uses the corporate orange color, PANTONE® 165.



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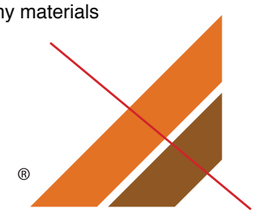
INCORRECT LOGO USAGE

- The logo should only appear in black or white
- The logo should not include the business unit
- Do not remove or change placement of the logo's symbol
- Do not distort the logo
- Do not use the logo as a watermark
- Do not repeat the logo to create a pattern
- Do not use the retired Boart Longyear stripes

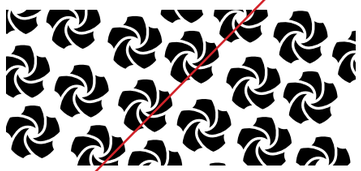
Do not use the retired Boart Longyear stripes on any materials



No colored logos

Logo should always include ™ symbol

Logo should not be repeated to create a pattern



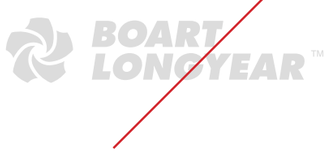
Do not modify logo design

Incorrect font usage

The Boart Longyear portion of the logo should always be accompanied by the spinner logo

Logo should not be accompanied by any other text

Logo should never be a watermark



Logo should not be skewed, proportions should be maintained

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COLOR

The correct use of approved colors helps to reinforce the Boart Longyear brand, providing a consistent visual experience in every customer interaction. Consistent use of the corporate colors, as outlined in this section, will ensure that the Boart Longyear brand remains instantly recognizable in everything from promotional materials to vehicles.

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PALETTES AND PRODUCTION VALUES

Color values for various applications are listed below each color square. Whenever possible, it is recommended to make a visual comparison with the PANTONE® chip of the colors being applied.

It is essential that colors are correctly specified. This is to make sure that consistency of color is achieved across all media. All colors must be used at 100% opacity.

For print: The process color (CMYK) percentage formulas specified are Boart Longyear's preferred breakdowns and match those specified by PANTONE, Inc. They have been chosen to achieve the simplest and best possible match for each color.

For web: The RGB color percentage formulas nominated here are 'websafe' colors. It is possible to achieve a closer match using non-websafe percentages for the PANTONE colors referenced.

CORPORATE COLORS

These are the corporate colors. Use these colors when representing Boart Longyear will create more consistency throughout the organization.

PANTONE
165 C

PANTONE 165C
C: 0% M: 64% Y: 95% K: 0%
R: 227 G: 114 B: 34
Hex: #E37222
RAL: #2003

PANTONE
Cool Gray 10C

PANTONE COOL GRAY 10C
C: 20% M: 11% Y: 04% K: 72%
R: 82 G: 88 B: 97
Hex: #525861
RAL: #7010

PANTONE
Black 6 C

PANTONE BLACK 6C
C: 40% M: 40% Y: 40% K: 100%
R: 0 G: 0 B: 0
Hex: #000000
RAL: #9005

White

WHITE
C: 0% M: 0% Y: 0% K: 0%
R: 255 G: 255 B: 255
RAL: #9010

The color orange should be used sparingly on corporate materials. It should be treated as an accent color and not the predominant color in a piece.

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TYPOGRAPHY

The typography used in the corporate logo and in other materials plays a large part in establishing the visual identity of Boart Longyear. Because typography is a subtle but important element in the overall corporate identity, it is crucial that the guidelines in this section are followed exactly.

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abcdefg*hijk*LMNOP

TYPOGRAPHY

In order to promote a sense of typographic consistency, these preferred styles of Helvetica and Agency FB are to be used within the Boart Longyear collateral. In the cause of readability, please do not go below 8 point for body text, and 12 point for titles, headlines and subheads.

Corporate Logo Typeface

The corporate logo typeface is Futura Extra Bold Oblique. It is always set in this font and always in capitals. This font should not appear anywhere else in Boart Longyear communications.

Primary Typeface

The primary body typeface is Helvetica Regular, Bold, Italic and Bold Italic. No condensed versions of the typeface may be used.

Helvetica - Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica - Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica - Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica - Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Primary Typeface Alternative

In digital/electronic communications, if Helvetica is not available, Arial may be substituted

Arial - Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial - Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial - Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial - Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Marketing Titling Typeface

The titling typeface is Agency FB - Bold Condensed, ALL CAPS.

AGENCY FB - BOLD CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

This font is ONLY used in marketing collateral for product or division identification, titles and headlines. In these applications, only upper case should be used.

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MESSAGING

Boart Longyear has developed messaging that reflects the company’s experience over more than a century of global mineral exploration and product innovation. These messages quickly communicate the key brand promise and can be used as a foundation when creating content.

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MASTER AND SUPPORT MESSAGES

The master message provides a theme for all communications. The support messages can be added to address particular product benefits or customer challenges as needed in particular communications vehicles.

Master Message
Treat the master message as a "theme" for all messaging:

- Boart Longyear enables productivity through safe, reliable and innovative products

Support Messages
Support messages focus on at least one of the following four main brand strengths:

- Safety
- Expertise
- Reliability
- Innovation

(Note that when displayed together, the approved order for listing brand strengths is safety, expertise, reliability and innovation.)

The essence of these messages should be found in all brand materials. It is not necessary to follow the above language verbatim; instead, treat it as a theme that can be creatively varied, while retaining the original intent.

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MESSAGING GUIDELINES

Following the Messaging Guidelines will help ensure consistent and effective written communications across the Boart Longyear Brand.

Write with the customer in mind. Copy for all communications materials should answer two questions from the customer's perspective: "What's in it for me?" and "Why should I choose Boart Longyear?"

The answers to both these questions should reference the brand promises made in the Master Message and Support Messages. Specific product benefits and facts can then be used as needed to more completely answer the customer questions.

Be clear and specific. The Boart Longyear communication style is direct and to the point. Use shorter sentences, and where possible, simple words. This practice will also help ensure accuracy as communications are translated into other languages.

Be mindful of using internal jargon or acronyms, as readers may not be familiar with them. Use facts (such as numbers, percentages and other verifiable statistics) to add credibility to any claims and be more memorable for the reader.

MESSAGING EXAMPLES

The following sample illustrates a step-by-step approach to construct messaging that will be focused around the audience's needs. The format allows the message to be conveyed in a clear, simple and professional manner that will be consistent and recognizable throughout all communications.

General Messaging Guide

Headline:	SHORT, SIMPLE HEADLINE THAT REFLECTS THE FOCUS OF THE MESSAGE.
Body:	Introduce Boart Longyear, mentioning the company's long history. Incorporate Boart Longyear's master message.
Call to Action:	Provide direction to where further information can be located, i.e., web address, local telephone number.

Example 1: Products Focus Messaging

Headline:	DEDICATED TO PRODUCTIVITY THROUGH SAFE, RELIABLE AND INNOVATIVE DRILLING PRODUCTS.
Body:	The Stage™ waterway option represents a new way of looking at bit crown design. One look and a driller knows it's different—the massive crown, increased cutting area and incredibly stable window design—is changing the drilling industry.
Call to Action:	Visit www.BoartLongyear.com/stage to learn more.

Example 2: Services Focus Messaging

Headline:	SAFE, EXPERIENCED AND INNOVATIVE GLOBAL DRILLING SERVICES
Body:	As the industry's #1 provider of minerals exploration drilling services, Boart Longyear can leverage more than a century in the field to meet today's challenges. Utilizing modern drilling technology, our experienced team provides highly productive and safe solutions, even in the most difficult and sensitive conditions.
Call to Action:	To learn more or to find your local representative, visit www.BoartLongyear.com or call (local tel).

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PHOTOGRAPHY & ILLUSTRATION

Photography and illustration are the final component in the Boart Longyear visual identity. Photography adds emotion and a human element to the overall corporate brand, while illustration helps communicate specific, technical information. Because of the important roles they play, photography and illustration must adhere to the guidelines in this section.

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PHOTOGRAPHY

Photography is used to communicate the right messages, help sell products and services, and motivate people into action. The intended audience should understand clearly what an image is saying to them. Whether the photograph is in an annual report, a brochure, a catalog, an advertisement or on a web site, it should communicate the message.

- Images should feel observational and spontaneous rather than staged
- Only use images that are relevant and add value
- Ensure the content does not offend or alienate
- Avoid metaphorical or symbolic images, as they may be misinterpreted
- Avoid racial and gender stereotyping
- Use images that convey the global and diverse nature of the company
- Ensure that proper Personal Protective Equipment (PPE) is worn by photo subjects
- Avoid displaying logos and brand names of other manufacturers and competitors

Images that are used in printed materials should be reproduced at print quality, or 300 DPI at 100%. DPI stands for “dots per inch” and is a measure of the resolution of the image (higher DPI represents a higher resolution image).

Images for online viewing or on the web should be reproduced at 72 DPI at 100%.

Images used for mobile applications should refer to the resolution and pixel density of the intended device and adhere to best practices of the human interface guidelines appropriate to the operating system.

The Global Picture Library contains a selection of approved photography that can be used to enhance your communications. Photography not listed in the Global Picture Library must be approved by the Marketing department.

Photographs can be found on The Underground in the Global Picture Library.

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Editorial, Advertising, Web, Brochures
Photography should be “action photography,” which tells a story and is application driven. For example, the photography should display a person using equipment, rather than showing a person standing next to equipment and looking directly at the camera. Action photos contrast with static photos, where no apparent activity or sequence of events is occurring.

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Product Catalog, Presentations
Photography should be studio or stage photography that is literal and descriptive.

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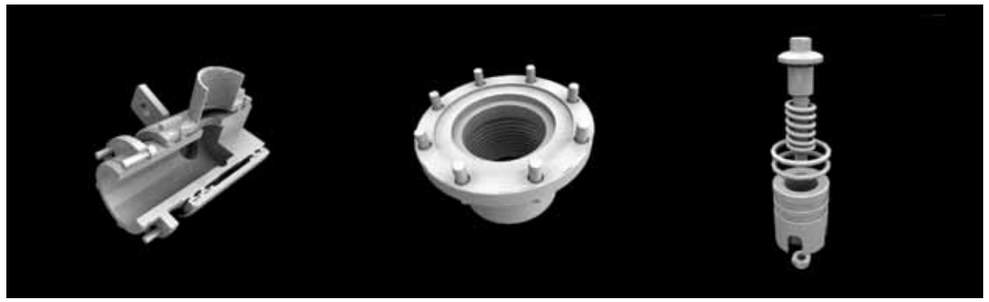
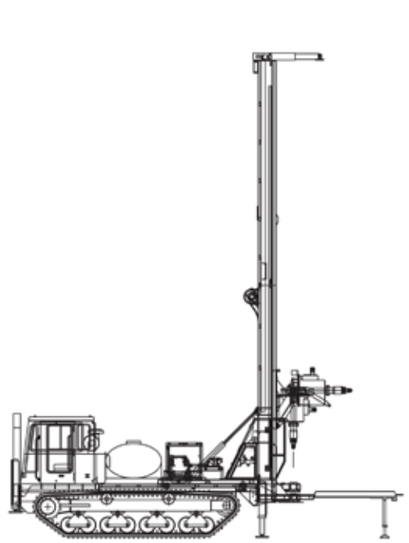
ILLUSTRATION

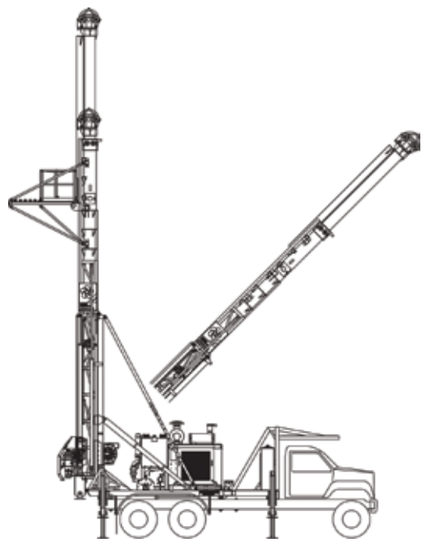
Technical illustrations and line art help showcase Boart Longyear product features quickly and effectively.

When a communications piece calls for the use of detailed diagrams or cut-away illustrations, the artwork should be rendered in full, crisp detail. This style of illustration provides an in-depth look at Boart Longyear products in a manner that easily instructs, without detracting from the larger message within the piece.

When placing illustrations within a file, take care to ensure that the line weights used within the various illustrations are consistent, and that all the related information is set in Helvetica typeface.







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COLLATERAL

A combination of distinct graphical layout devices, when used together, create a unique look that is instantly recognizable and associated with Boart Longyear. Following the rules laid out in this guide will help to ensure that our communications uphold the high standards of Boart Longyear.

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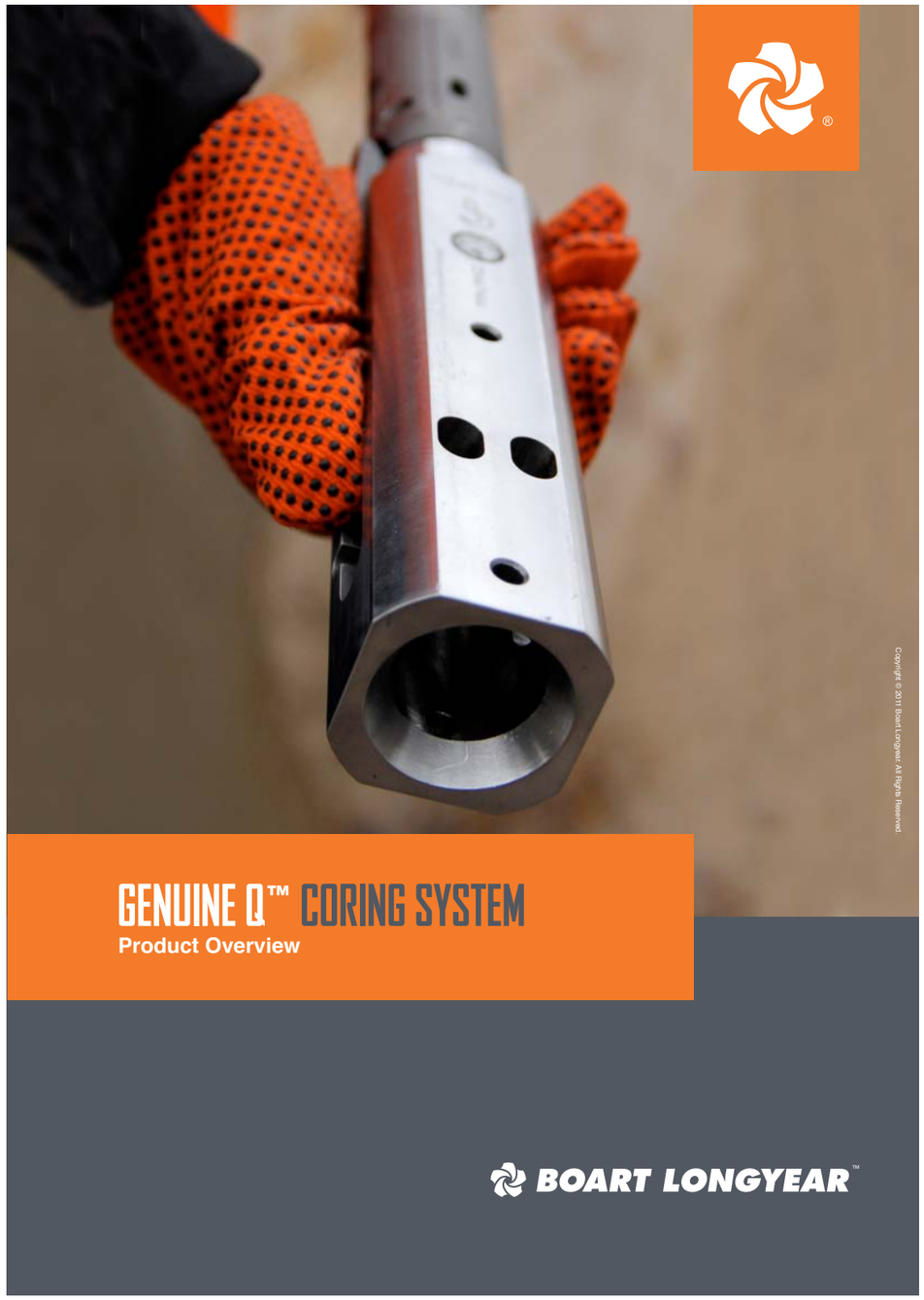
BROCHURE GUIDELINES

Templates for each division of Boart Longyear have been created and should be used as a starting point for the creation of all brochures.

Marketing should create and approve all brochures.



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BROCHURE INTERIOR

1 SELF-CONTAINED OPERATOR PANEL
The simple hydraulic system is easy to operate and maintain, and lift-to-shift levers provide additional operator safety.
2 SIMPLE HYDRAULIC DESIGN
Direct-coupled hydraulic pumps with a PTO driven auxiliary pump allow for easy maintenance.
3 NITRO CHUCK™
Patented nitrogen gas spring jaws with hydraulic open/spring close function ensuring fail-safe operation.
4 ROTATION BANNER
Interlocked rotation barrier slows rotation when barrier is open, providing additional operator safety. Mainline winch limiter and tensioner prevent over-winding and bird-nesting of the cable.
5 HYDRAULIC SIDE SHIFTING HEAD
Lowers working height when handling inner tube.
6 DUMP MAST
Lowers working height and relieves load on the mast, making for more efficient design.
BOART LONGYEAR
LF 90D

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ONLINE BROCHURE FULFILLMENT CENTER

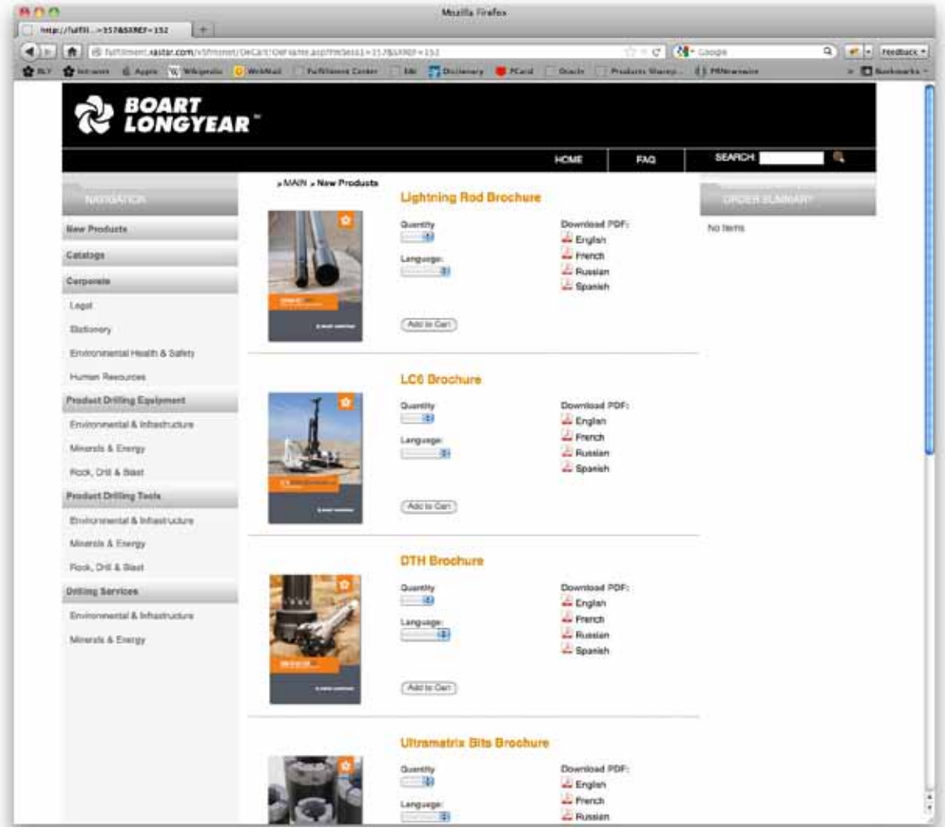
An online brochure fulfillment center has been established for Boart Longyear staff to order all marketing brochures and catalogs. Orders placed through the website are shipped directly to users. To place an order, visit:

www.BoartLongyear.com/marketing

TRANSLATIONS

Most marketing brochures and collateral are available in four languages: English, French, Spanish and Russian. Other languages are available as requested (budget allowing) and should be coordinated through the Marketing department.

Online Brochure Fulfillment Center



ADVERTISEMENT GUIDELINES

These examples show the flexibility of the Boart Longyear advertising format and how it can be applied and altered to meet the demands of each division, and different publication requirements.

The typeface Agency FB - Bold Condensed is ONLY used in marketing collateral for product or division identification, titles and headlines. In these applications, only upper case should be used.

AGENCY FB - BOLD CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

All other copy should be set in Helvetica.

Helvetica - Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica - Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica - Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica - Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HALF-PAGE VERTICAL AD

YOUR PARTNER FOR
INNOVATION AND EXPERTISE
Global Drilling Services
Boart Longyear is committed to our clients' success. With advanced equipment, innovative techniques, knowledgeable drillers and a focus on safety first, we aim to deliver superb results on-time and in-budget.
www.BoartLongyear.com • ASX: BLY
BOART LONGYEAR

Marketing should create and approve all ads.

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FULL-PAGE AD

FOCUSED ON YOUR SUCCESS IN 2012

Global Drilling Products and Services

NEW FROM BOART LONGYEAR:

Boart Longyear is pleased to offer new products and services designed to help you maximize productivity in 2012.

- The LS™600 sonic rig
- New rig purchase financing options
- Expanded water well drilling services
- The 10UMX™ diamond bit (UMX™ series)
- And more…

Learn more at:
www.BoartLongyear.com/New2012

COME SEE US AT PDAC 2012: BOOTH #101

www.BoartLongyear.com • ASX: BLY

BOART LONGYEAR™

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HALF-PAGE HORIZONTAL ADS

NOUVEAU TRÉPAN DIAMANTÉ 10UMX™

Présentation des produits Ultramatrix™

DÉCOUPE LIBRE À LA ROCHE DURE

Conçu pour être utiliser dans des conditions de roche dure, le nouveau carottier au diamant 10UMXTM offre la plus grande liberté de découpe de tous les carottiers diamants UMX prix-gagnants.

Le 10UMX est équipé de la formule brevetée avancée couronne Ultramatrix et il est conçu specifiquement pour decoupage rapide et productivité maximum dans des terrains durs.

Se renseigner au:
www.BoartLongyear.com/10UMX

www.BoartLongyear.com • ASX: BLY

BOART LONGYEAR™

INNOVATION IS PRODUCTIVITY

Global Drilling Products and Services

ADVANCED PRODUCTS, INNOVATIVE TECHNIQUES

Boart Longyear is the leading provider of mineral exploration products and drilling services delivering patented technologies and innovative drilling techniques for safer operations and maximized productivity.

www.BoartLongyear.com
ASX: BLY

BOART LONGYEAR™

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PROMOTIONAL ITEMS

Promotional items are created for internal recognition (for example, to commemorate team events) or for end clients (for example, to give away at tradeshows). Guidelines for the most common branded promotional items are provided in this section. Please contact the Marketing department for guidance when branding any items not discussed here.

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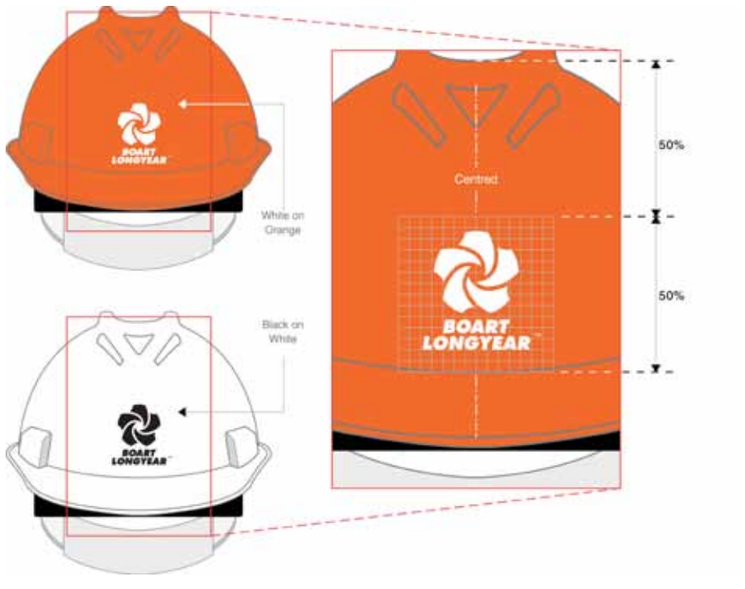
GUIDELINES

Use of approved logo by itself, without any other text around it. Department names or other identification should be placed in a second location on the item, such as side or back.

Hard Hat



Baseball Caps

Note: Accomplishments, team names and division names should NOT appear with the Boart Longyear logo. They should be printed on the back or side of the cap.

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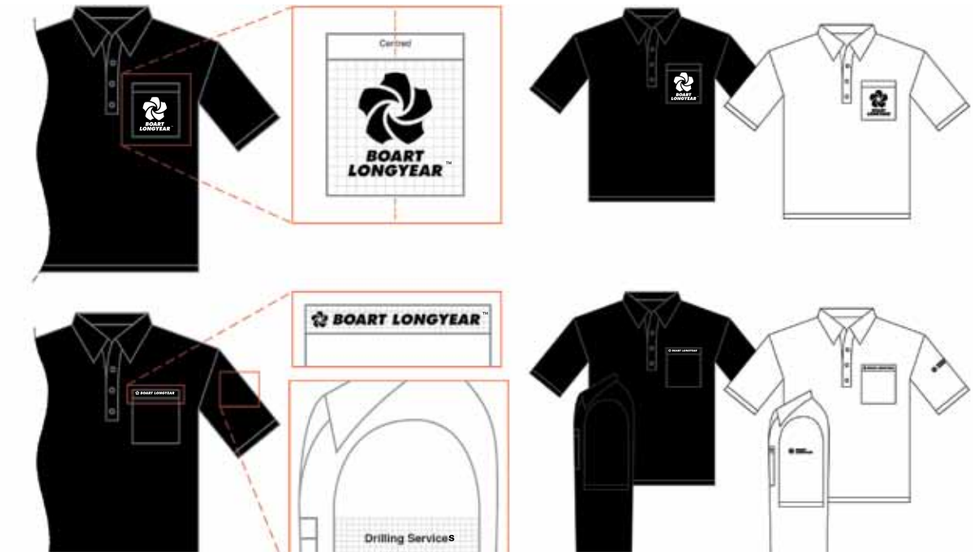
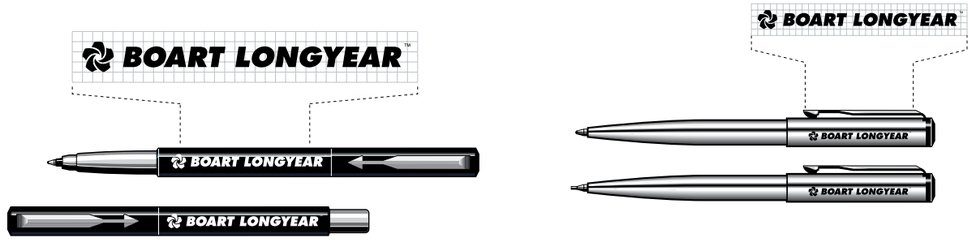
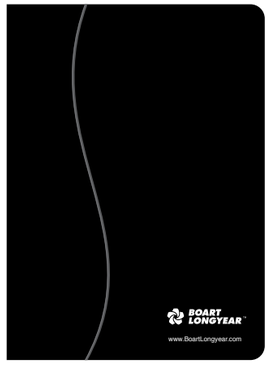
Golf Shirt

Note: Accomplishments, team names and division names should NOT appear with the Boart Longyear logo. They should be printed on the sleeve or back of the garment.



Plastic Rollerball Pens, Stainless Steel Pens and Document Holders





For more promotional ideas and to place an order, visit:

www.BoartLongyear.com/premiums

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TRADESHOWS

Tradeshows are one of the most dynamic means of communicating between Boart Longyear and the marketplace. Tradeshows should reflect brand strengths and corporate positioning through thoughtful execution of brand imaging and messaging.

All tradeshow designs and collateral should be approved through the Marketing department. Also, support in the creation and development of tradeshow designs and collateral is available through the Marketing department.

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TRADESHOWS

Tradeshows are a good opportunity for Boart Longyear to present a consistent brand image within the drilling and mining industry. The following guidelines enable consistency in message and design for all shows whether regional or global in size.

All tradeshow design and messaging should be planned with and approved by the Boart Longyear Marketing department.

Global and Regional Tradeshows:
Boart Longyear categorizes tradeshows as either regional or global events. Most tradeshows are “regional” tradeshows because the attending body is mainly from a specific geographic region and/or the attending body is relatively small. A few shows each year are categorized as “global” shows due to the international nature of the attending group and the large volume of attendees. Both regional and global tradeshows have a “local owner” that is responsible for the planning and execution of the show. The role of the marketing department in working with the “local owner” to plan and execute the event varies slightly between regional and global shows.

Responsibilities of the Tradeshow “local owner”:
In all tradeshows, whether categorized as regional or global, there is a designated “local owner”. This person lives in the region that the tradeshow will take place and is ultimately responsible for ensuring that all the event elements are planned for and executed.

The local owner is responsible for:

- Scheduling and hosting tradeshow planning meetings
- Assembling the necessary tradeshow planning committee
- Reserving the booth space in advance (should work with the designated tradeshow coordinator in the Boart Longyear Marketing department to plan booth size and location within the tradeshow floor plan before making the reservation)
- Payment of booth space
- Registration of all Boart Longyear tradeshow attendees
- Ensuring that travel, hotels etc for all Boart Longyear attendees is accommodated for
- Coordinating with the marketing department on booth messaging and design. The marketing department will either provide the graphics for the booth or will work with a 3rd party company on preparing graphics for the booth, but this is all based on the coordination with the local owner on what the messaging should be at each show.
- Planning outside events such as customer events, etc. (The marketing department is available to support these efforts with graphics and other marketing elements.)
- Ensuring that any necessary invitations are created and sent.
- Ensuring that any products being displayed are on-hand and in display condition for the event.
- Ensuring the booth display is installed and dismantled.

Marketing Department Support and Approval:

In both regional shows and global shows, the marketing department is available to support all aspects of the event messaging, graphics, media interaction etc. All booth design planning should be coordinated with the Marketing department starting at the earliest planning stages and all designs must be approved by the Marketing department before being implemented.

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BRAND IMAGE AND MESSAGING:

Color Usage at Tradeshows:
Boart Longyear exhibit materials should be designed and displayed using corporate style guidelines. Exhibit color palettes should include the approved black and gray colors as main color elements. The approved orange should be used as an accent color within exhibit design. See Corporate Colors, on page 20.

Photography Usage at Tradeshows:
Photography used in tradeshow displays should follow photography guidelines available in the Corporate Style Guide.

Logo Usage at Tradeshows
Boart Longyear logos used in tradeshow displays should follow Corporate Style Guide logo usage guidelines. *Must always utilize proper trademark symbols.

Distributor Use of Boart Longyear Brand in Tradeshows:
When supporting or coordinating with a products distributor for a tradeshow presence, all logo usage and graphics should be approved by the marketing department. Boart Longyear colors, graphics and logos should follow corporate brand guidelines. Logo usage in conjunction with a distributor brand should follow “the distributor corporate brand guidelines” which include presenting Boart Longyear as a “sub-brand” the distributor brand by making Boart Longyear logo placement secondary to the primary placement of the distributor brand. Also, the phrase “authorized distributor” should be used to denote the distributor as an authorized vendor of Boart Longyear products.

Tradeshow: Leadership Summit, Park City, USA

Copyright © 2012 Boart Longyear. All rights reserved.

Tradeshow: Investor Day, Sydney, Australia

Copyright © 2012 Boart Longyear. All rights reserved.

Tradeshow: ExpoMin, Santiago, Chile

Copyright © 2012 Boart Longyear. All rights reserved.

Copyright © 2012 Boart Longyear. All rights reserved.

PRESENTATION MATERIAL

Because presentations are used to directly communicate with customers, it is vital that they accurately portray the Boart Longyear brand. Employees should always use the provided templates when creating presentations. Any variations from the approved template must be approved by the Marketing department.

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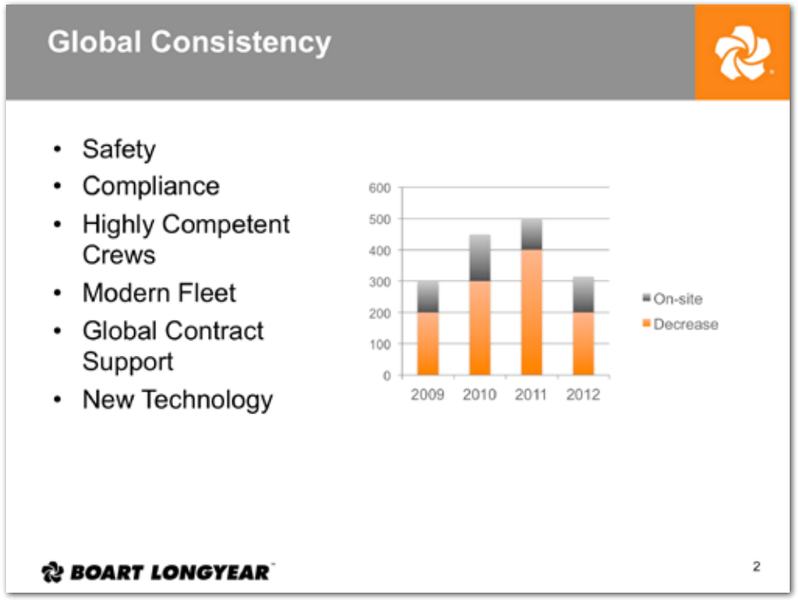
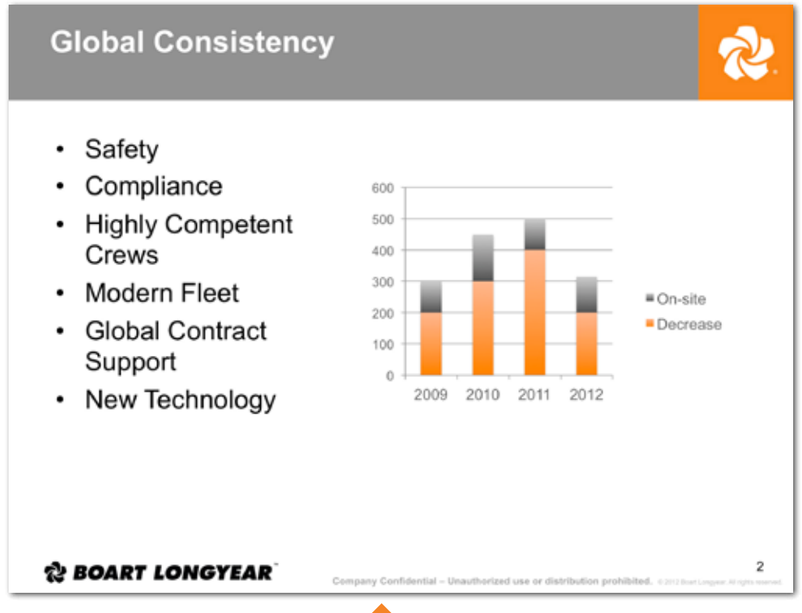
PRESENTATION MATERIAL

PowerPoint templates have been produced to ensure visual consistency and should be used for all presentations. There are confidential and non-confidential versions.

PowerPoint presentations should only use Arial or Helvetica fonts. Do not use Agency since not all machines have access to this font.

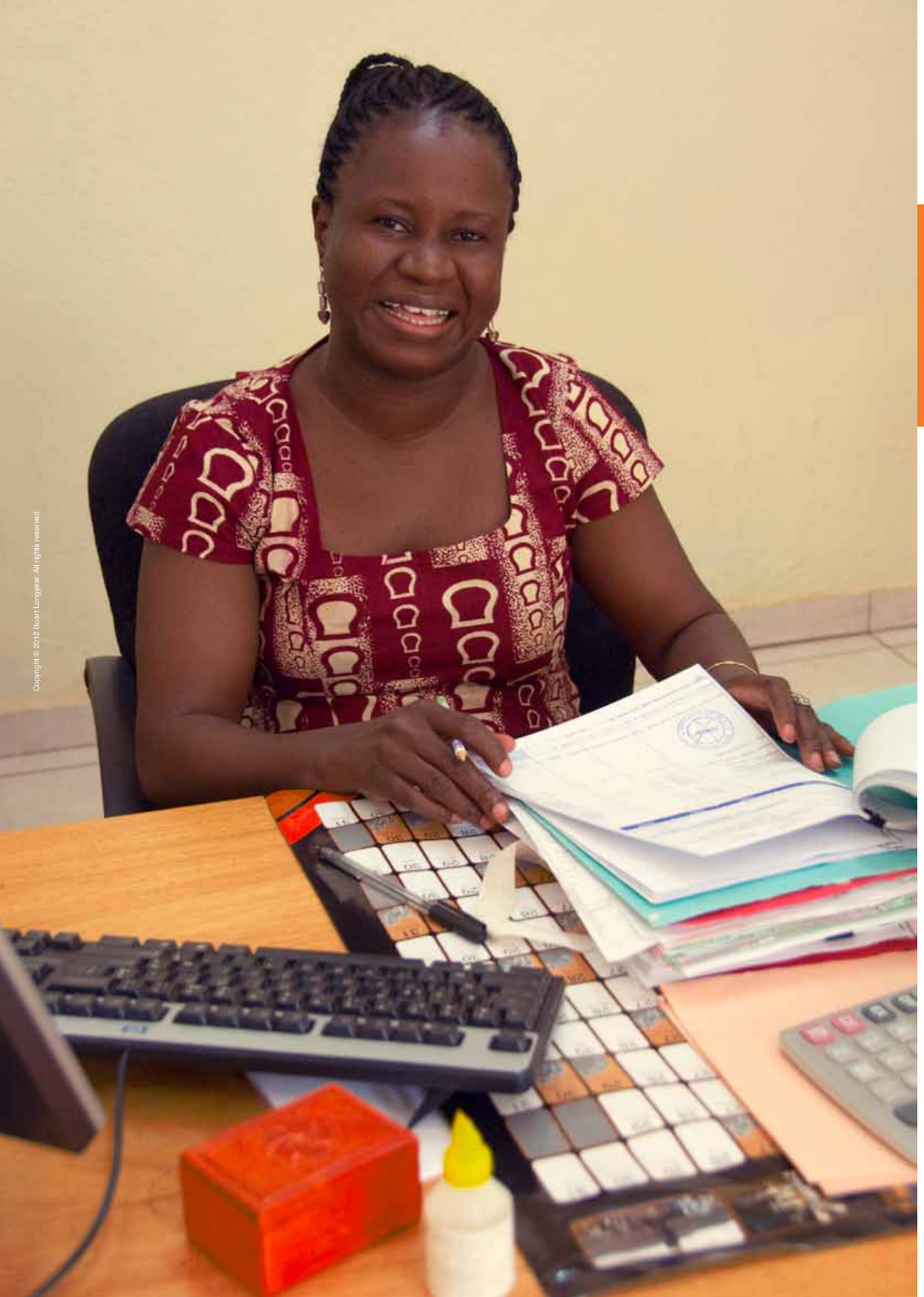


COMPANY CONFIDENTIAL TEMPLATE



Indicates private usage (confidential).

Copyright © 2012 Boart Longyear. All rights reserved.



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CORRESPONDENCE

A number of templates are available for corresponding in compliance with the corporate identity. In all templates, typography is standardized by a fixed font (Helvetica or Arial). For corporate documents, use of other fonts is not permitted.

In addition to the correspondence on which the company name is pre-printed, Microsoft Word tools are available to help create other approved correspondence.

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LETTERHEAD

A. Double-stack logo, 13 mm deep.

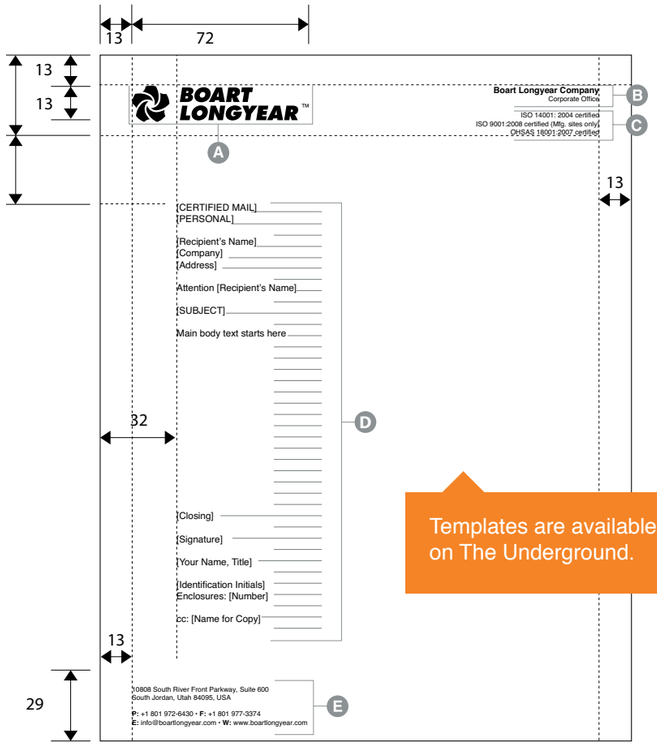
B. The legal company name (e.g., Boart Longyear B.V., Boart Longyear Pty Ltd.) set in 10 pt. Helvetica Bold upper and lower case, division or office descriptor in 8 pt Helvetica Regular.

C. ISO certification set in 8 pt. Helvetica Regular upper and lower case.

D. Typing layout, 11 pt. Helvetica Regular upper and lower case.

E. Company address, and contact information in 8 pt Helvetica Regular upper and lower case

All measurements in mm.



Templates are available on The Underground.

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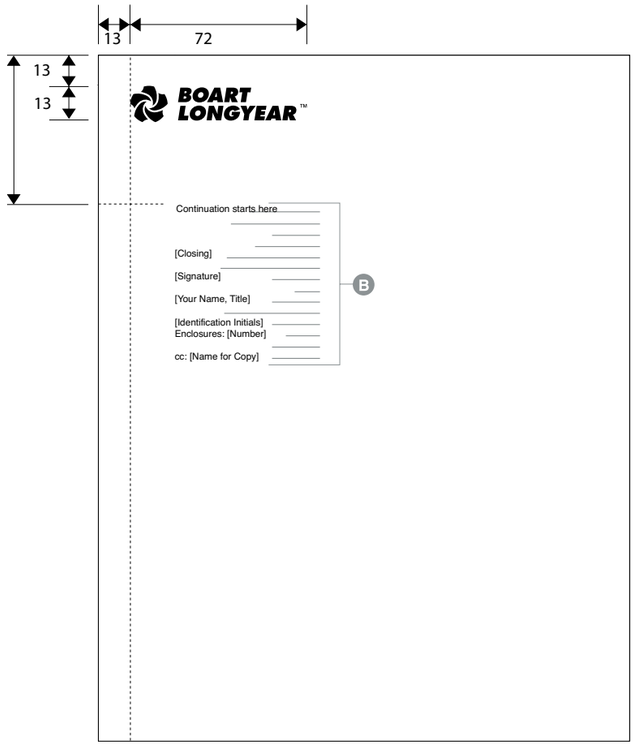
CONTINUATION SHEET

A. Double-stack logo, 13 mm deep.

B. Typing layout, 11 pt. Helvetica Regular upper and lower case.

All measurements in mm.



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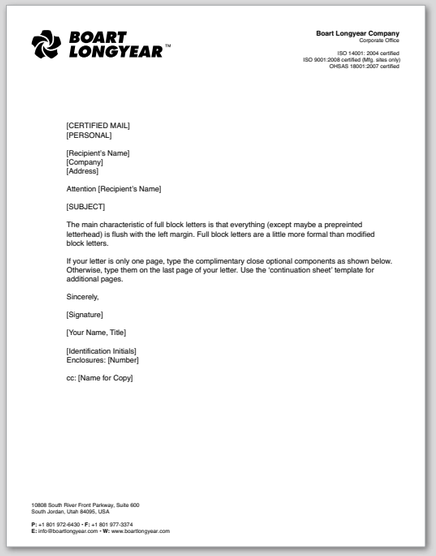
US Letter (216 x 279)


BOART LONGYEAR™

Boart Longyear Company
Corporate Office

ISO 14001: 2004 certified
ISO 9001:2008 certified (Mfg. sites only)
OHSAS 18001:2007 certified

[CERTIFIED MAIL]
[PERSONAL]

[Recipient's Name]
[Company]
[Address]

Attention [Recipient's Name]

[SUBJECT]

The main characteristic of full block letters is that everything (except maybe a prepreinted letterhead) is flush with the left margin. Full block letters are a little more formal than modified block letters.

If your letter is only one page, type the complimentary close optional components as shown below. Otherwise, type them on the last page of your letter. Use the 'continuation sheet' template for additional pages.

Sincerely,

[Signature]

[Your Name, Title]

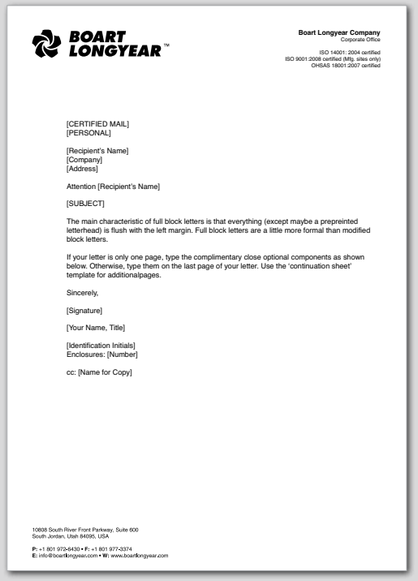
[Identification Initials]
Enclosures: [Number]

cc: [Name for Copy]

10808 South River Front Parkway, Suite 600
South Jordan, Utah 84095, USA

P: +1 801 972-6430 • **F:** +1 801 977-3374
E: info@boartlongyear.com • **W:** www.boartlongyear.com

A4 (210 x 297)


BOART LONGYEAR™

Boart Longyear Company
Corporate Office

ISO 14001: 2004 certified
ISO 9001:2008 certified (Mfg. sites only)
OHSAS 18001:2007 certified

[CERTIFIED MAIL]
[PERSONAL]

[Recipient's Name]
[Company]
[Address]

Attention [Recipient's Name]

[SUBJECT]

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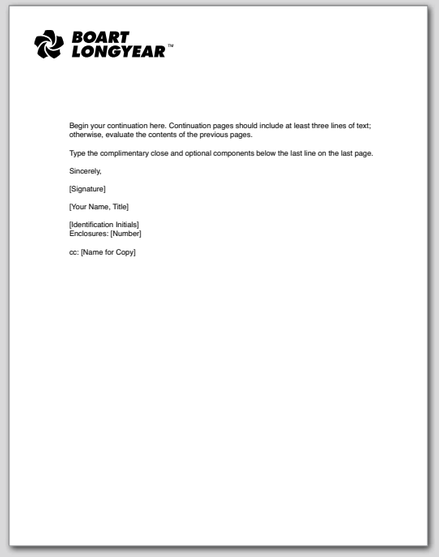
cc: [Name for Copy]

10808 South River Front Parkway, Suite 600
South Jordan, Utah 84095, USA

P: +1 801 972-6430 • **F:** +1 801 977-3374
E: info@boartlongyear.com • **W:** www.boartlongyear.com

US Letter (216 x 279)


BOART LONGYEAR™

Begin your continuation here. Continuation pages should include at least three lines of text; otherwise, evaluate the contents of the previous pages.

Type the complimentary close and optional components below the last line on the last page.

Sincerely,

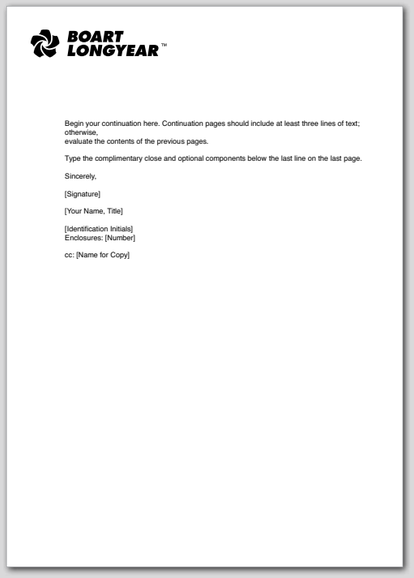
[Signature]

[Your Name, Title]

[Identification Initials]
Enclosures: [Number]

cc: [Name for Copy]

A4 (210 x 297)


BOART LONGYEAR™

Begin your continuation here. Continuation pages should include at least three lines of text; otherwise,
evaluate the contents of the previous pages.

Type the complimentary close and optional components below the last line on the last page.

Sincerely,

[Signature]

[Your Name, Title]

[Identification Initials]
Enclosures: [Number]

cc: [Name for Copy]

FAX

A. Double-stack logo, 13 mm deep.

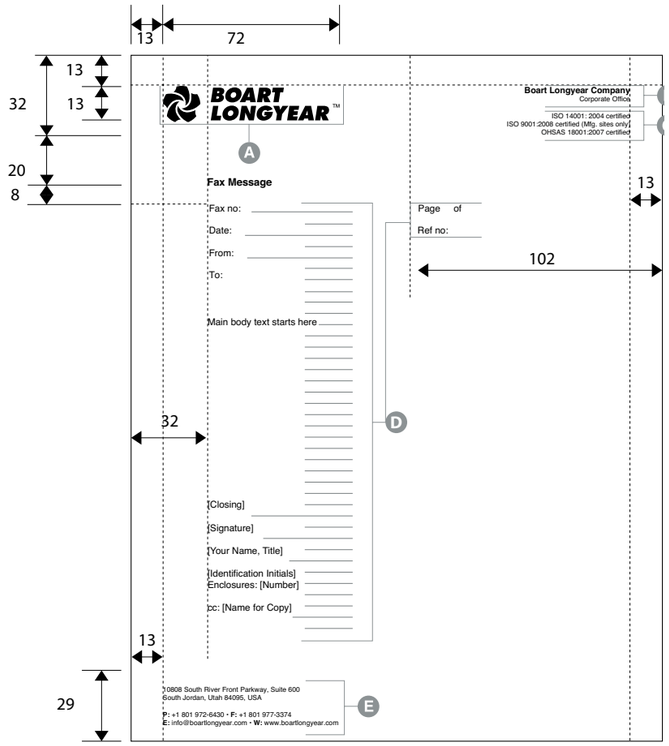
B. The legal company name (e.g., Boart Longyear B.V., Boart Longyear Pty Ltd.) set in 10 pt. Helvetica Bold upper and lower case, division or office descriptor in 8 pt. Helvetica Regular.

C. ISO certification set in 8 pt. Helvetica Regular upper and lower case.

D. Typing layout, 11 pt. Helvetica Regular upper and lower case.

E. Company address, and contact information in 8 pt. Helvetica Regular upper and lower case.

All measurements in mm.



PERSONNEL ANNOUNCEMENT

A. Double-stack logo, 13 mm deep.

B. The legal company name (e.g., Boart Longyear B.V., Boart Longyear Pty Ltd.) set in 10 pt. Helvetica Bold upper and lower case, division or office descriptor in 8 pt. Helvetica Regular.

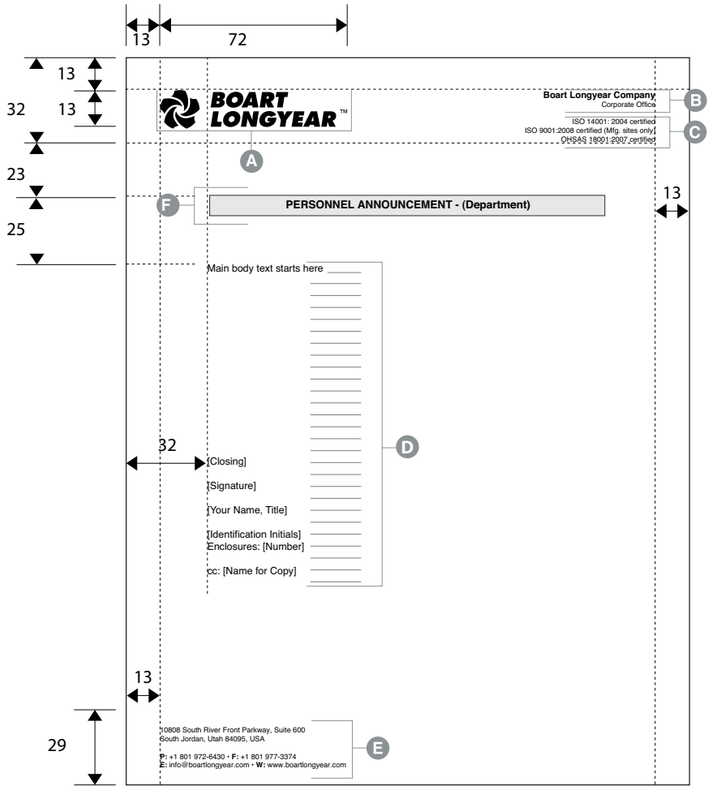
C. ISO certification set in 8 pt. Helvetica Regular upper and lower case.

D. Typing layout, 11 pt. Helvetica Regular upper and lower case.

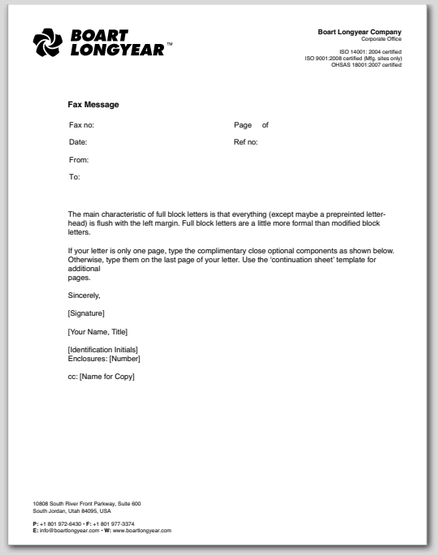
E. Company address, and contact information 8 pt. Helvetica Regular upper and lower case.

F. Subject bar to include “PERSONNEL ANNOUNCEMENT” and related department affected. in 12 pt. Helvetica Bold upper and lower case.

All measurements in mm.



US Letter (216 x 279)


BOART LONGYEAR™

Boart Longyear Company
Corporate Office

ISO 14001: 2004 certified
ISO 9001:2008 certified (Mfg. sites only)
OHSAS 18001:2007 certified

Fax Message

Fax no: Page of

Date: Ref no:

From:

To:

The main characteristic of full block letters is that everything (except maybe a prepreinted letter-head) is flush with the left margin. Full block letters are a little more formal than modified block letters.

If your letter is only one page, type the complimentary close optional components as shown below. Otherwise, type them on the last page of your letter. Use the ‘continuation sheet’ template for additional
pages.

Sincerely,

[Signature]

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[Identification Initials]
Enclosures: [Number]

cc: [Name for Copy]

10808 South River Front Parkway, Suite 600
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P: +1 801 972-6430 • **F:** +1 801 977-3374
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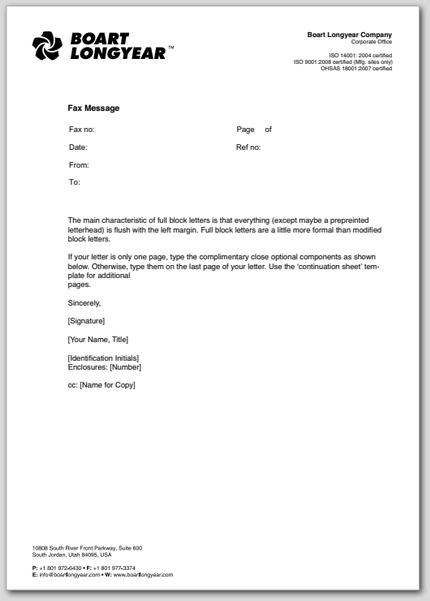
A4 (210 x 297)


BOART LONGYEAR™

Boart Longyear Company
Corporate Office

ISO 14001: 2004 certified
ISO 9001:2008 certified (Mfg. sites only)
OHSAS 18001:2007 certified

Fax Message

Fax no: Page of

Date: Ref no:

From:

To:

The main characteristic of full block letters is that everything (except maybe a prepreinted letterhead) is flush with the left margin. Full block letters are a little more formal than modified block letters.

If your letter is only one page, type the complimentary close optional components as shown below. Otherwise, type them on the last page of your letter. Use the ‘continuation sheet’ template for additional
pages.

Sincerely,

[Signature]

[Your Name, Title]

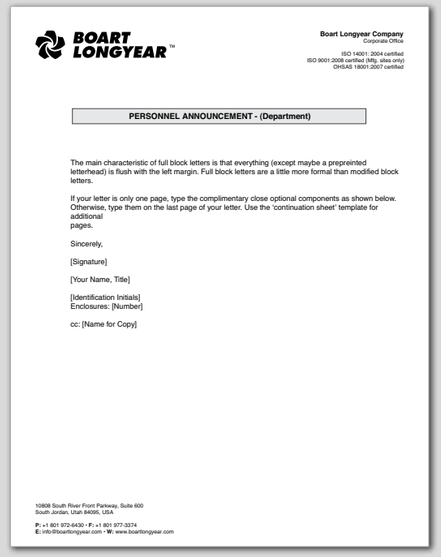
[Identification Initials]
Enclosures: [Number]

cc: [Name for Copy]

10808 South River Front Parkway, Suite 600
South Jordan, Utah 84095, USA

P: +1 801 972-6430 • **F:** +1 801 977-3374
E: info@boartlongyear.com • **W:** www.boartlongyear.com

US Letter (216 x 279)


BOART LONGYEAR™

Boart Longyear Company
Corporate Office

ISO 14001: 2004 certified
ISO 9001:2008 certified (Mfg. sites only)
OHSAS 18001:2007 certified

PERSONNEL ANNOUNCEMENT - (Department)

The main characteristic of full block letters is that everything (except maybe a prepreinted letterhead) is flush with the left margin. Full block letters are a little more formal than modified block letters.

If your letter is only one page, type the complimentary close optional components as shown below. Otherwise, type them on the last page of your letter. Use the ‘continuation sheet’ template for additional
pages.

Sincerely,

[Signature]

[Your Name, Title]

[Identification Initials]
Enclosures: [Number]

cc: [Name for Copy]

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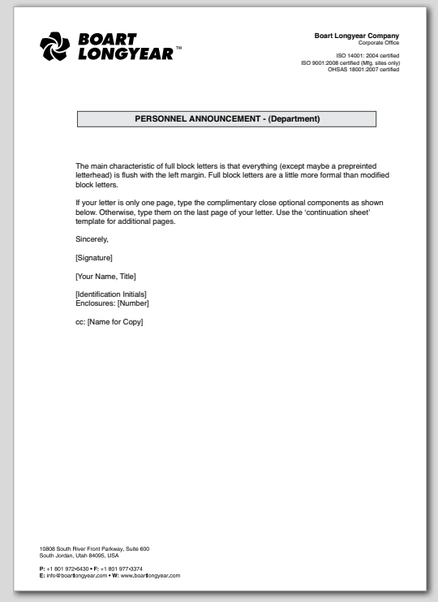
A4 (210 x 297)


BOART LONGYEAR™

Boart Longyear Company
Corporate Office

ISO 14001: 2004 certified
ISO 9001:2008 certified (Mfg. sites only)
OHSAS 18001:2007 certified

PERSONNEL ANNOUNCEMENT - (Department)

The main characteristic of full block letters is that everything (except maybe a prepreinted letterhead) is flush with the left margin. Full block letters are a little more formal than modified block letters.

If your letter is only one page, type the complimentary close optional components as shown below. Otherwise, type them on the last page of your letter. Use the ‘continuation sheet’ template for additional pages.

Sincerely,

[Signature]

[Your Name, Title]

[Identification Initials]
Enclosures: [Number]

cc: [Name for Copy]

10808 South River Front Parkway, Suite 600
South Jordan, Utah 84095, USA

P: +1 801 972-6430 • **F:** +1 801 977-3374
E: info@boartlongyear.com • **W:** www.boartlongyear.com

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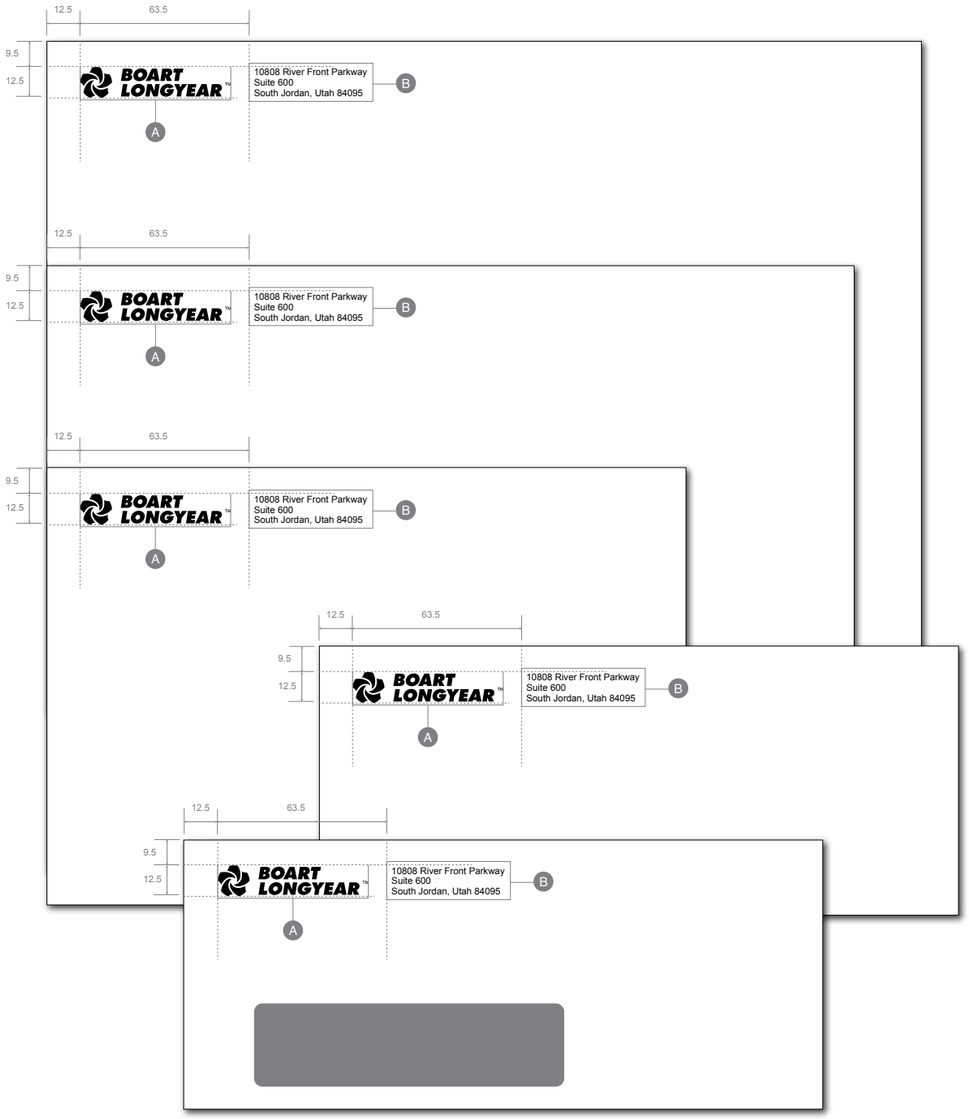
ENVELOPES



A. Logo 57 mm, Left margin 12.5 mm. Top margin 9 mm.

B. Company address and contact information in 10 pt. Arial Regular upper and lower case.

All measurements in mm.

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PERSONAL IDENTIFICATION

Personal identifiers such as business cards, employee badges and e-mail signatures serve as an additional means of company identification, both externally and internally. Use of the logo in personal identification applications must correspond with the identity standards listed in this section. The consistent treatment of these pieces will support the effective use of Boart Longyear's Corporate Identity Program.

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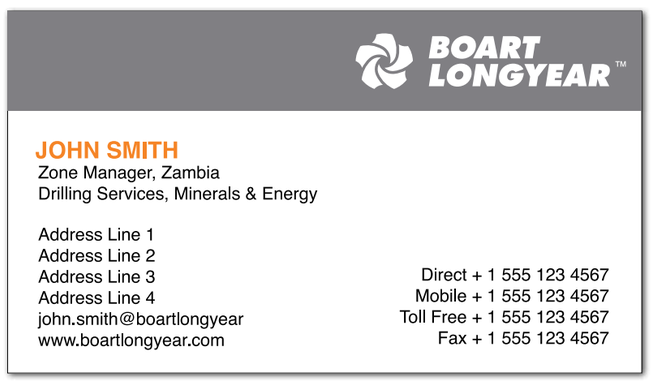
BUSINESS CARDS

Business cards are used to exchange professional introductions throughout the business world across many cultures and to identify individual cardholders as employees of Boart Longyear. Employees who interface with customers, suppliers and external stakeholders are expected to maintain Boart Longyear business cards.

To order business cards you can find a link and instructions on The Underground.

Information on ordering business cards can be found on The Underground.



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E-MAIL AUTO-SIGNATURES

Properly formatted e-mail auto-signatures provide a consistent and professional look, both internally and externally. The use of logos within the signature is against policy, whether they are corporate-approved logos or non-approved logos and animations. Images needlessly increase the size of data being transmitted.

Disclaimer language at the bottom of signatures limiting the usage of an e-mail does not typically hold up in a court of law and is therefore unnecessary.

Other items such as taglines, encouragements to limit printing of e-mails and social media logos are not approved for e-mail signatures.

An example of a properly formatted e-mail auto signature is provided below:

Name
Title

Boart Longyear
Business Unit / Office
Address Line 1
Address Line 2
P: (000) 000-0000
M: (000) 000-0000
F: (000) 000-0000

E-mail: info@boartlongyear.com
Web: www.BoartLongyear.com

E-MAIL DON'TS

No logos, approved or otherwise

BOART LONGYEAR™

No taglines or slogans

ONE Boart Longyear

No disclaimers

The contents of this email and any attachments are confidential and may only be read and used by the named recipients. If you have received it in error, you are not permitted to and must not disclose, distribute, or retain this message or any part of it, and are requested to please contact the sender immediately and delete the e-mail. We endeavour to exclude viruses from our emails, but it is the responsibility of the recipient to check this email and any attachments for viruses. Boart Longyear accepts no liability or responsibility of whatsoever nature should the contents of this email or any attachments be corrupted, or fail to reach its intended destination, or be accessed by anyone other than the addressee or be amended without its prior written approval, for whatever reason or cause.

No environmental messages

Please consider the environment before printing this e-mail

No script fonts or colored text

John Smith
Zone Manager, Zambia

No social media or other logos

BLY APP

LinkedIn

No background images or patterns

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PRODUCT PACKAGING

Packaging provides the most direct interaction a customer has with the Boart Longyear brand. It also must convey detailed product information. For these reasons—and to best ensure brand consistency—all packaging is created by the Marketing department.

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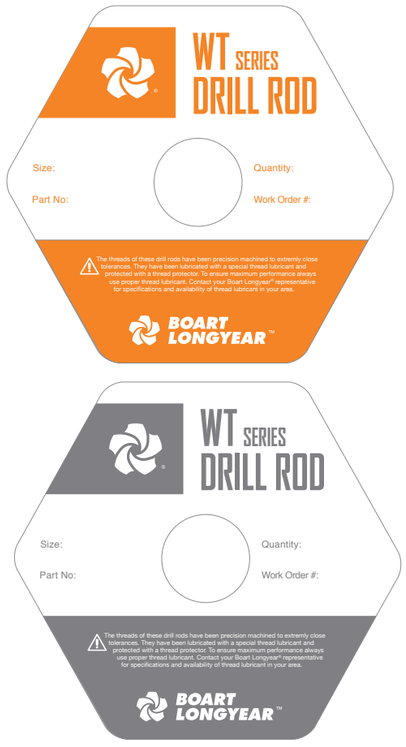
PACKAGING

Product packaging should be utilized to extend Boart Longyear's brand of quality and reliability to customers. Marketing should work with product managers and plant managers to ensure the integrity of the brand is maintained during all touch-points of a product. This includes product labeling, packaging and shipping.

DIAMOND BIT LABEL

34 mm x 54 mm

CORING ROD BUNDLE LABEL


WT SERIES
DRILL ROD
Size:
Quantity:
Part No:
Work Order #:
The threads of these drill rods have been precision machined to extremly close tolerances. They have been lubricated with a special thread lubricant and protected with a thread protector. To ensure maximum performance always use proper thread lubricant. Contact your Boart Longyear™ representative for specifications and availability of thread lubricant in your area.
BOART LONGYEAR™
WT SERIES
DRILL ROD
Size:
Quantity:
Part No:
Work Order #:
The threads of these drill rods have been precision machined to extremly close tolerances. They have been lubricated with a special thread lubricant and protected with a thread protector. To ensure maximum performance always use proper thread lubricant. Contact your Boart Longyear™ representative for specifications and availability of thread lubricant in your area.
BOART LONGYEAR™

184 mm x 170 mm

PACKAGING LABELS

Part #, 24 pt. font, up to 20 characters
Description, 12 pt. font, up to 60 characters, 2 lines

Quantity, 10 pt. font, up to 11 characters
Country of Origin, 8 pt. font, up to 20 characters
Lot Number, 8 pt. font, up to 25 characters

Copyright, 6 pt. font
Optional Text, 6 pt. font, up to 35 characters
Bar Code .75" x .75"

Part #, 15 pt. font, up to 15 characters
Description, 8 pt. font, up to 30 characters
Quantity, 6 pt. font, up to 11 characters,
Country of Origin, 5 pt. font, up to 15 characters
Copyright, 5 pt. font
Bar Code: .55" x .55"

PERCUSSIVE RODS LABEL

100.7 mm x 19.1 mm

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EQUIPMENT IDENTIFICATION

Identifying equipment, vehicles and rigs with the Boart Longyear brand showcases the company's developments in drilling technology and promotes brand recognition. Current equipment identification guidelines are provided in this section. The Marketing department is responsible for developing guidelines for any new equipment, rig, or vehicle.

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All labeling and identification will be done by Marketing.

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BRANDING GUIDELINES FOR DRILL LABELING AND IDENTIFICATION

When printing and applying decals for rig labeling, adhere to the following branding guidelines:

Paint: Drills should be painted white. (RAL 9010) When red is used use RAL 3020.

Rig label: The rig label should be no less than 45 mm in height, and should be placed on a prominent flat surface on at least one (preferably both) of the lateral sides of the drill assembly.

Spinner: The Boart Longyear spinner should be placed on a prominent flat surface on at least one (preferably both) lateral sides of the drill assembly. The spinner takes second priority to the rig label, so if space is limited, the rig label should be accommodated first. The spinner should utilize as much of the flat space available, without encroaching on the rig label area.

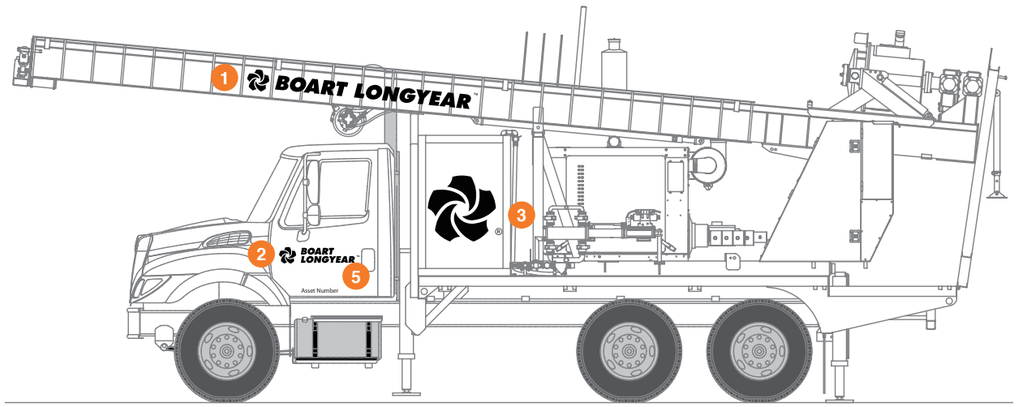
Asset tags (etc.): Asset tags and other identifying text should be added to the drill in 25 mm sized Helvetica font. Samples of ideal tag placements are found in the vehicle identification sample illustrations.

Boart Longyear Logo: The Boart Longyear logo should be placed on at least one (or preferably both of the) lateral sides of the drill mast. The single-stack black Boart Longyear logo is the preferred logo for the mast, and should be sized as large as possible while still allowing for sufficient space between the logo and the mast side edges. If the double-stack black Boart Longyear fits the mast better than the single-stack logo, the double-stack logo can be used.

TRUCK MOUNTED DRILL EQUIPMENT

Paint:
Cab: White (RAL 9010)
Drill Systems: White (RAL 9010)
Drill Mast: White (RAL 9010)

Decals:
1. Black logo (single-stack format)
2. Black logo (double-stack format)
3. Black spinner
4. Drill label
5. Asset number



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Boart Longyear logo label

BOART LONGYEAR™

Spinner label

®

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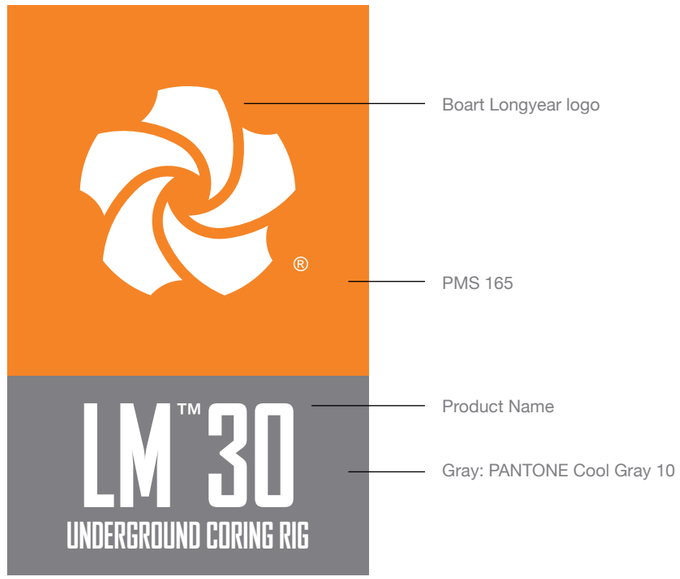
DRILL EQUIPMENT

Color specification:

Gray: PANTONE Cool Gray 10
Orange: PANTONE 165C
Material: 3M vinyl reflective white

Product Equipment Label Horizontal

Product Equipment Label Vertical



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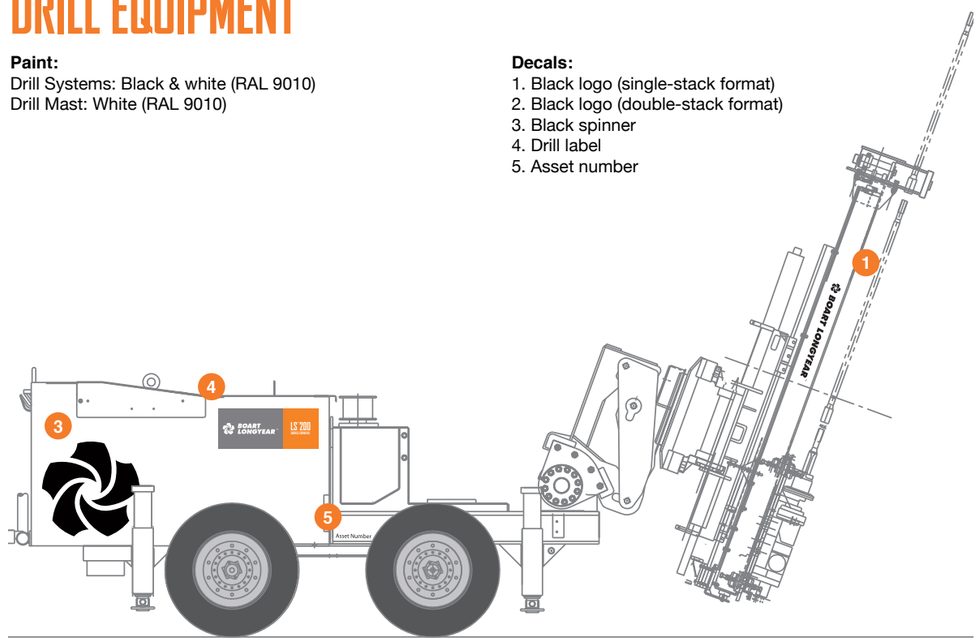
SMALL FORMAT DRILL EQUIPMENT

Paint:
Drill Systems: Black & white (RAL 9010)
Drill Mast: White (RAL 9010)

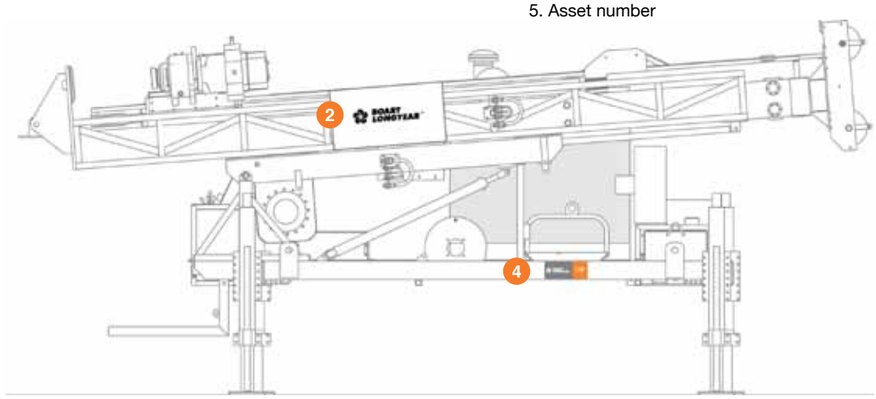
Decals:
1. Black logo (single-stack format)
2. Black logo (double-stack format)
3. Black spinner
4. Drill label
5. Asset number



SKID MOUNTED DRILL EQUIPMENT

Paint:
Drill Systems: Black & white (RAL 9005, 9010)
Drill Mast: White (RAL 9010)

Decals:
1. Black logo (single-stack format)
2. Black logo (double-stack format)
3. Black spinner
4. Drill label
5. Asset number



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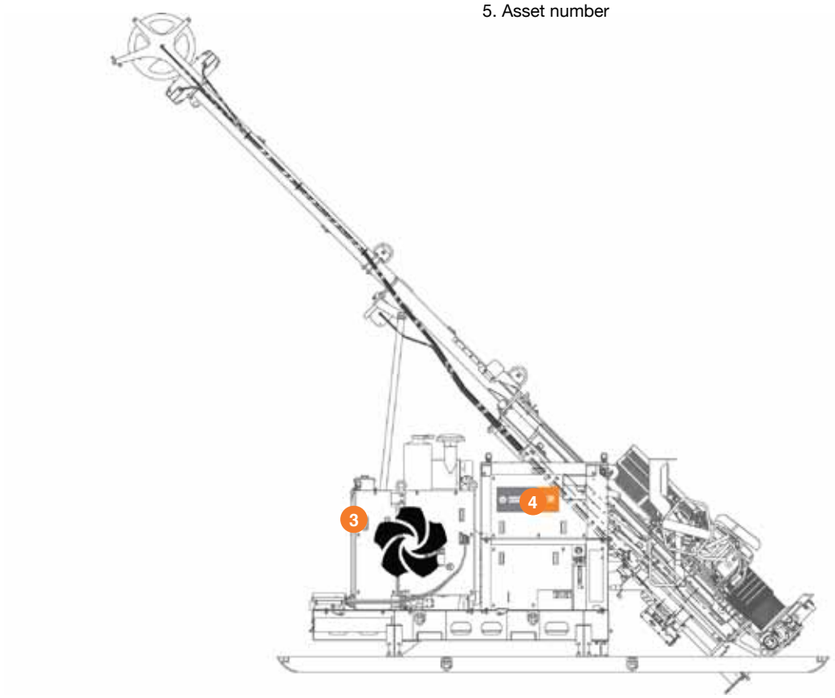
SMALL FORMAT DRILL EQUIPMENT

Paint:
Drill Systems: Black & white (RAL 9010)
Drill Mast: White (RAL 9010)

Decals:
1. Black logo (single-stack format)
2. Black logo (double-stack format)
3. Black spinner
4. Drill label
5. Asset number



DRILL SHACK (STANDARD AND HIGH ALTITUDE)

Paint:
Box: Black (RAL 9005) with white logo
Roof: White (RAL 9010) with black spinner

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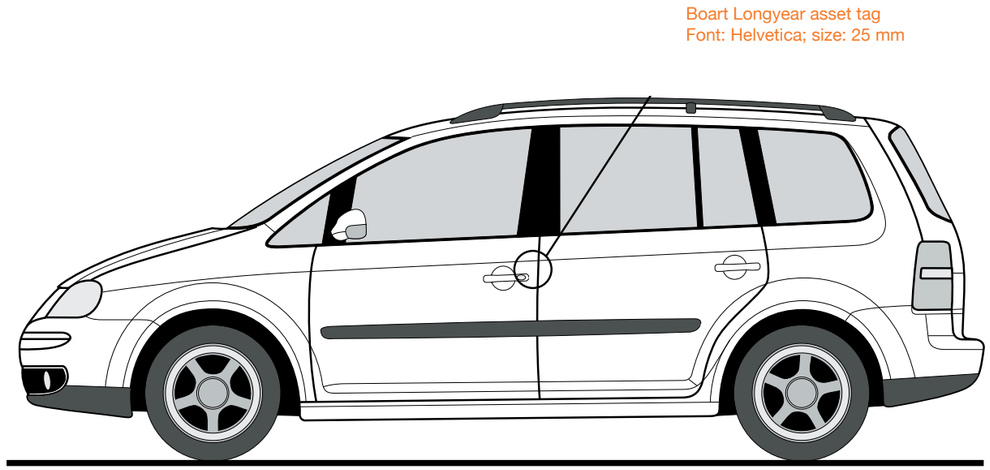
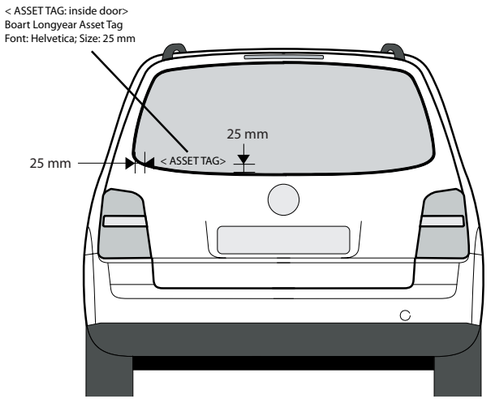
NON-COMMERCIAL VEHICLE

Decals:
Asset Number: Drivers side door (inside), and rear window





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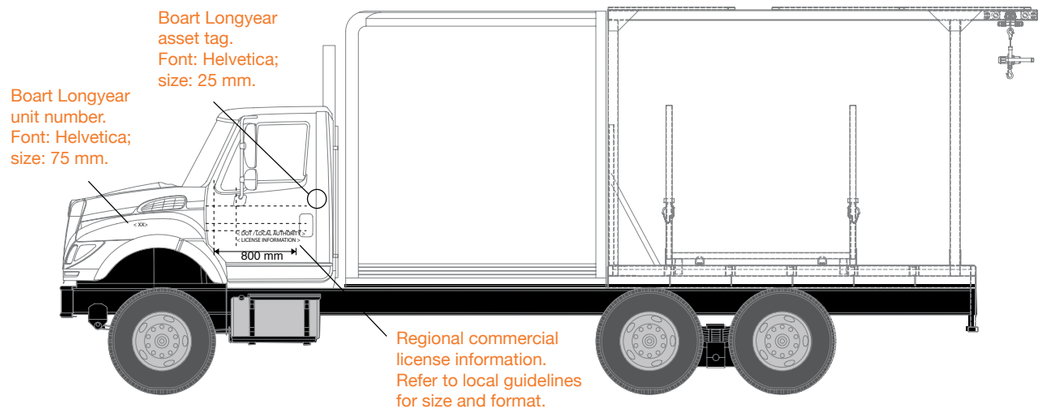
HALF BOX / FULL BOX TRUCK

Paint:
Cab: White (RAL 9010)
Box: White (RAL 9010)

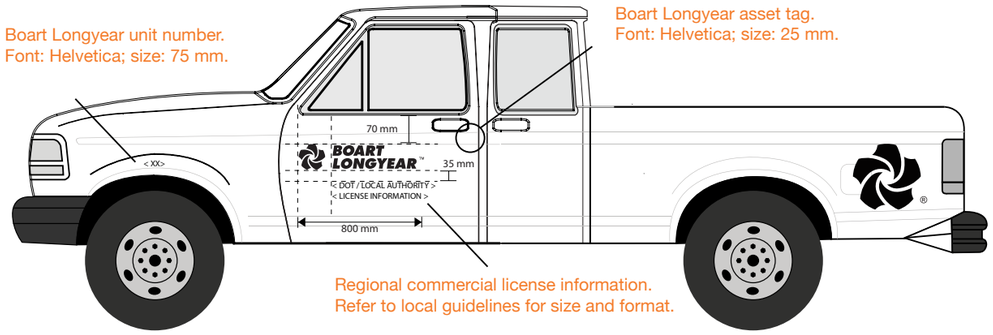
Decals:
Cab: Black logo (single-stack format)
Asset number: Driver's side front fender

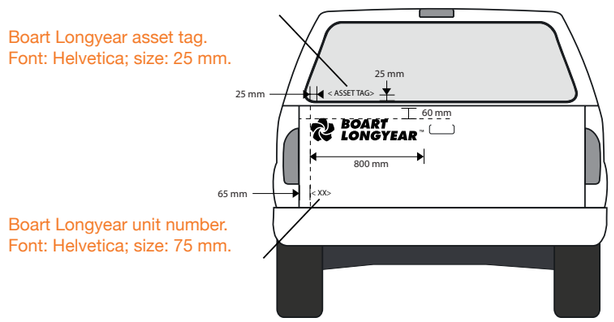


HALF BOX / FULL BOX TRUCK

Paint:
Cab: White (RAL 9010)
Box: White (RAL 9010)

Decals:
Cab: Black logo (single-stack format)
Asset number: Drivers side door (inside), and rear window
Unit number: Drivers side front fender
Rear side: Black Spinner





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FACILITY SIGNAGE

Facility signage acts as both a brand element and an identifier for the general public. Following the guidelines in this section will ensure that all Boart Longyear facilities worldwide use consistent, easy-to-follow signage and identification.

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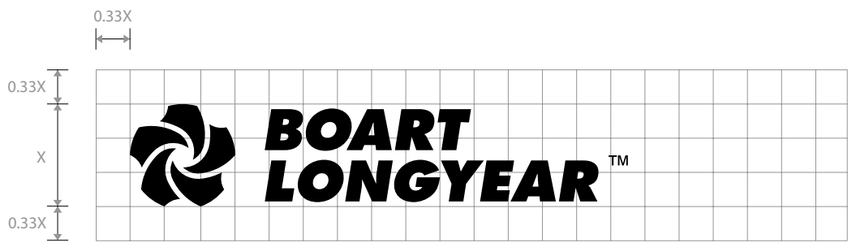
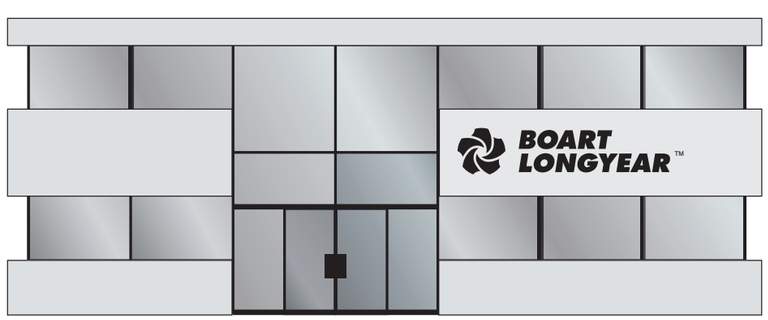
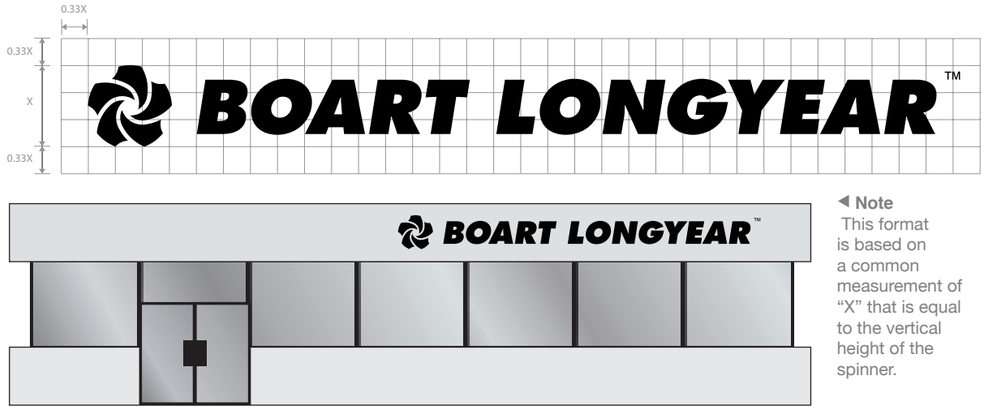
PRIMARY FACILITY SIGNAGE

All facilities are to be identified with the Boart Longyear brand only and should not distinguish between Drilling Services and Products.





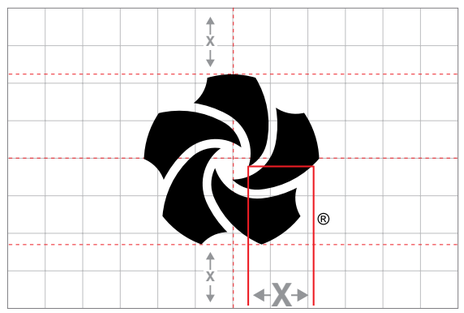
◀ Note
This format is based on a common measurement of “X” that is equal to the vertical height of the spinner.

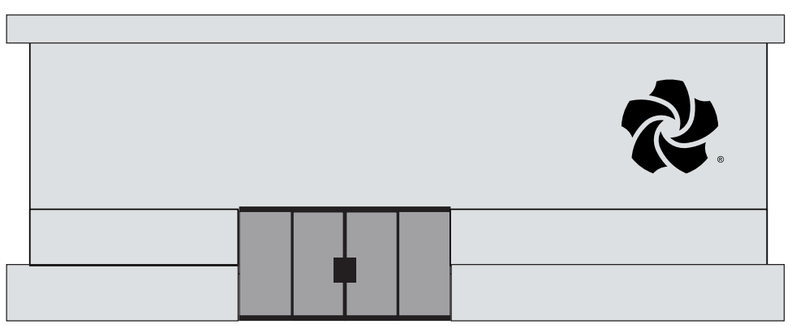


◀ Note
This format is based on a common measurement of “X” that is equal to the vertical height of the spinner.

SECONDARY FACILITY SIGNAGE

Facilities can also opt for secondary signage that features only the spinner logo. This signage should only appear on sides of the building other than the front façade.





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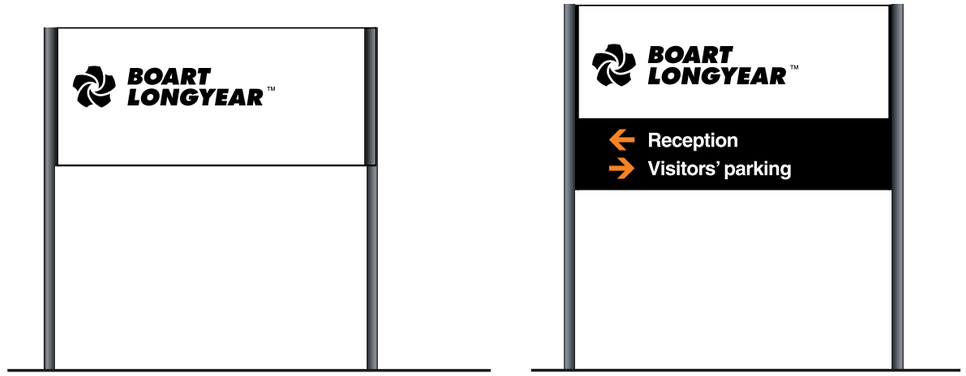
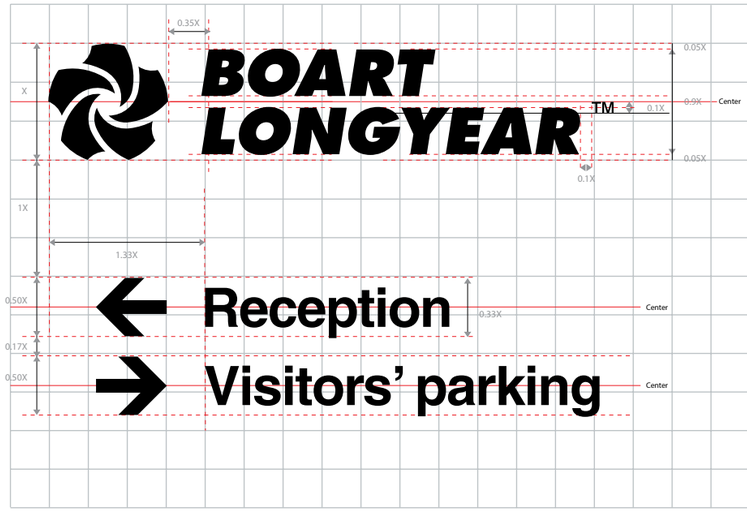
WAYFINDING

Perimeter signage is to be used to direct visitors when they arrive at the facility. These signs should be placed at strategic locations, such as the main vehicle or visitors' entrance.





◀ Note
This format is based on a common measurement of "X" that is equal to the vertical height of the spinner.

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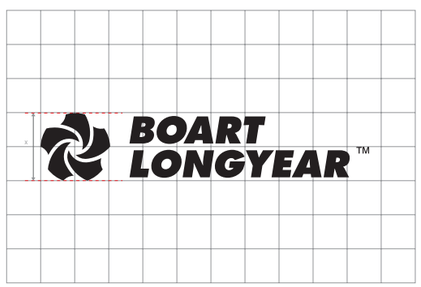
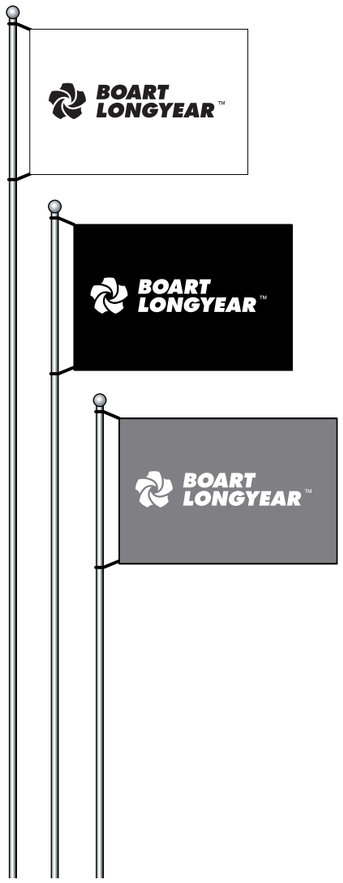
STANDARD FLAGS

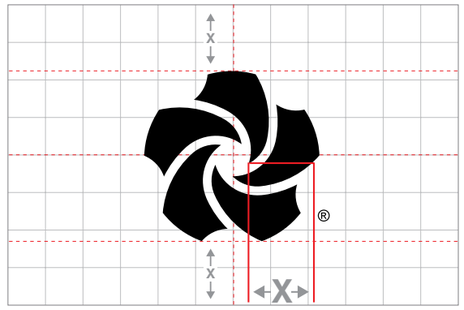
Flags can help identify facilities and visually promote the Boart Longyear brand. The horizontal and vertical options incorporate the master logo and are the preferred versions. The spinner on orange option shown on the next page is the only flag option that should use the corporate orange color.

Master Logo Horizontal

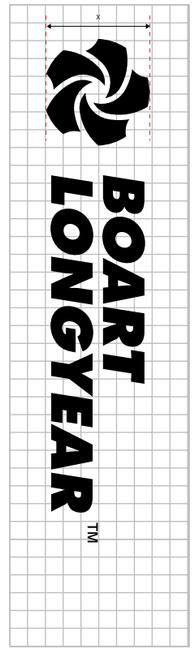




Spinner on Orange



Master Logo Vertical, Black & White



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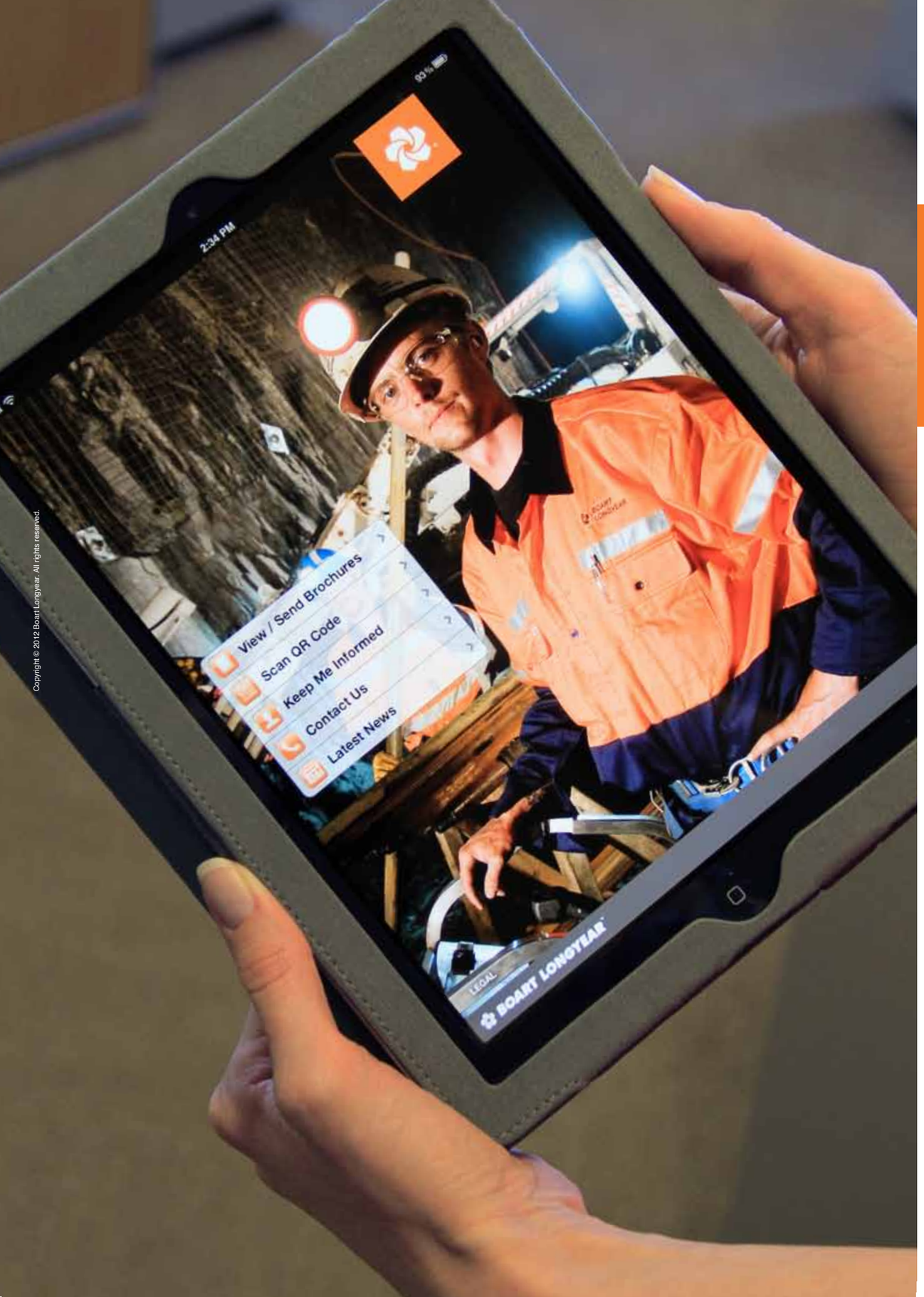

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ELECTRONIC MEDIA

New avenues of communication have become more popular and more accessible, such as websites, social media sites, blogs and applications for mobile devices.

To effectively manage communications in this environment, all development and promotional efforts have been centralized in one department. The Marketing department is responsible for maintaining and building all communications presented through electronic media. Contact the Marketing department to request changes, additions or new electronic media communications or campaigns.

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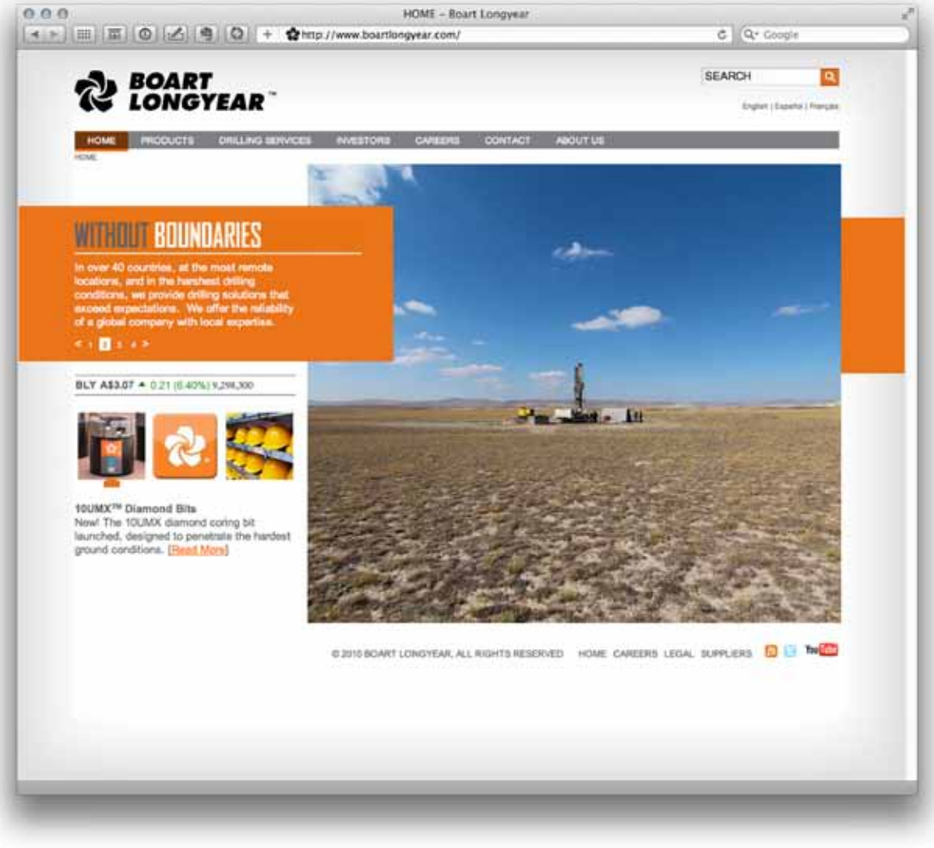
HOME – Boart Longyear
http://www.boartlongyear.com/
BOART LONGYEAR
SEARCH
HOME
PRODUCTS
DRILLING SERVICES
INVESTORS
CAREERS
CONTACT
ABOUT US
WITHOUT BOUNDARIES
In over 40 countries, at the most remote locations, and in the harshest drilling conditions, we provide drilling solutions that exceed expectations. We offer the reliability of a global company with local expertise.
BLY A$3.07 ▲ 0.21 (6.40%) 9,298,300
10UMX™ Diamond Bits
New! The 10UMX diamond coring bit launched, designed to penetrate the hardest ground conditions. [Read More]
© 2010 BOART LONGYEAR, ALL RIGHTS RESERVED HOME CAREERS LEGAL SUPPLIERS

PUBLIC WEBSITE (INTERNET)

The website, www.BoartLongyear.com, represents a major asset in Boart Longyear's branding efforts.

The Board Longyear public website must be:

- Accessible to users on all computer platforms
- Viewable from multiple types of widely used web browsers
- Able to be presented in multiple languages, including English, French and Spanish

In order to support Boart Longyear's brand, the website features design elements compatible with these style guidelines. Corporate colors are represented in a strong orange bar highlighting core competencies of the company. The website uses large photos of actual sites, products and workers rather than stock images, in keeping with the photography and illustration standards. The site complies with typography standards by using Arial typeface for the majority of the text. Agency FB is also used for select headers, but in order to ensure that these images are presented consistently across multiple browsers and computer platforms, this text has been rendered as an image. Text rendered as an image is not compatible with search engines, and as such should be used minimally to ensure the usefulness of the site.

Marketing maintains all aspects of the website and content. Change requests should be sent to marketing@boartlongyear.com

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THE UNDERGROUND (INTRANET)

The corporate intranet site, The Underground, is only available to Boart Longyear employees. The Underground does not have the same design constraints as the public website. It uses similar design elements as the public website, such as the strong orange highlight bar and the light background color.

It has been built using SharePoint™ to provide widgets and other tools to help employees interact with commonly accessed information.

It has been customized to implement the Boart Longyear branding guidelines.

Marketing maintains the overall look and feel of The Underground.

Each department or region maintains the content for their area.

Change requests and story ideas can be submitted to underground@boartlongyear.com

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MOBILE APP

All mobile applications are released under the Boart Longyear name and not under third-party developers.

The iOS application is available for free download from the iTunes™ application store, for use on the iPhone and iPad. It provides access to company brochures and catalogs, and allows users to scan Boart Longyear QR codes to access more information about a product.

Good design principles dictate that these applications conform to the latest device Human Interface Guidelines. Applications built for use on a specific platform (iOS / Android) should take advantage of the opportunity to display high resolution photos.

Like The Underground and the corporate website, mobile applications should present a consistent look and feel, including elements such as the orange highlight bar and similar design patterns. Backgrounds should be textured and darker, to provide the best usability experience for the mobile viewer. Application elements, such as icons and menus, should be designed to follow the Boart Longyear look and feel, and should avoid the use of stock images or clipart.

Marketing maintains all aspects of the mobile app. Change requests should be sent to marketing@boartlongyear.com

DRILLERS CONNECT MOBILE SITE

Drillers Connect is an HTML5 website built to look and run like a native application. This site is available on various platforms, including smart phones, tablets and traditional computer desktops.

This site is quasi-public, meaning it contains information directed at Boart Longyear employees (specifically drillers in the field) but is not password-protected and as such any information released is considered public.

To access the mobile site visit www.drillersconnect.com

Marketing maintains the overall look and feel of Drillers Connect.

Changes requests and story ideas can be submitted to drillersconnect@boartlongyear.com

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SOCIAL MEDIA

Online social media platforms are rapidly changing the way individuals around the world work and communicate with each other. As the use of social media expands, it is important that all employees are aware of the implications of engaging in forms of social media and online conversations that reference the company and/or the employee's relationship with the company and its brands. It is particularly important that employees recognize when the company might be held responsible for their personal engagement in social media and online conversations. Consequently, if employees choose to use social media for non-business related purposes, they must both understand and comply with the company's expectations regarding such use.

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BOART LONGYEAR SOCIAL MEDIA GUIDELINES

Policy Number: IT-0016-05-11
Effective Date: 28-June, 2011

- Know and follow Boart Longyear's Code of Business Conduct.
- If you choose to utilize social media for non-business related purposes it is important that you understand that you are personally responsible for the content you publish on-line, whether in a blog, social media site, or any other form of user-generated media.
- Identify yourself by name and, when relevant, by role at Boart Longyear when you discuss Boart Longyear or Boart Longyear-related matters, such as Boart Longyear products or services. You must make it clear that you are speaking for yourself and not on behalf of Boart Longyear. The company does not condone or engage in manipulating social media by creating "fake" destinations, "spoofing" or releasing posts designed to mislead the public.
- If you publish content online relevant to Boart Longyear in your personal capacity use a disclaimer such as this: "The postings on this site are my own and don't necessarily represent Boart Longyear's positions, strategies, or opinions."
- Respect copyright, fair use, and financial disclosure laws.
- Public disclosure of information related to the company (whether through social media or otherwise) is governed by the Code of Conduct and the Corporate Communications Policy. Under no circumstances are you authorized to provide or disclose Boart Longyear's confidential or proprietary information or the confidential or proprietary information of third parties that you are made aware of as a consequence of working at Boart Longyear. As detailed in the Corporate Communication Policy, you must never discuss Boart Longyear business performance or other market sensitive or material information.
- Do not use Boart Longyear logos or trademarks unless specifically approved to do so.

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DETAILED DISCUSSION

The Boart Longyear Code of Business Conduct and Corporate Communications Policy provide the foundation for Boart Longyear's policies and guidelines for blogs and social media.

The same principles and guidelines that apply to employees' activities in general, as found in the Boart Longyear Code of Business Conduct, apply to employees' activities online. This includes forms of online publishing and discussion, including blogs, wikis, file-sharing, user-generated video and audio, virtual worlds and social networks.

As outlined in the Business Conduct Guidelines, Boart Longyear fully respects the legal rights of its employees in all countries in which the company operates. In general, what employees do on their time is their affair. However, activities in or outside of work that affect employees' Boart Longyear job performance, the performance of others, or Boart Longyear's business interests are a proper focus for company policy.

Boart Longyear regards blogs and other forms of online discourse as primarily a form of communication and relationship among individuals. When the company wishes to communicate publicly—whether to the marketplace or to the general public—it has well-established means to do so. Only those officially designated by Boart Longyear have the authorization to speak on behalf of the company.

As a company, Boart Longyear trusts—and expects—employees to exercise personal responsibility whenever they participate in social media. This includes not violating the trust of those with whom they are engaging. Employees should not use these media for covert marketing or public relations. If and when members of Boart Longyear's Communications, Marketing, Sales or other functions engaged in advocacy for the company have the authorization to participate in social media, they will clearly identify themselves.

Employees may not use Boart Longyear logos or trademarks as a part of their postings, including in their identity on a site, unless they are approved to do so.

Whenever employees publish content to any form of digital media, they must make it clear that what they say there is representative of their views and opinions and not necessarily the views and opinions of Boart Longyear. For instance, in a personal blog, the following standard disclaimer should be prominently displayed: "The postings on this site are my own and don't necessarily represent Boart Longyear's positions, strategies or opinions."

Managers and executives take note: This standard disclaimer does not by itself exempt Boart Longyear managers and executives from a special responsibility when participating in online environments. By virtue of their position, they must consider whether personal thoughts they publish may be misunderstood as expressing Boart Longyear positions. A manager should assume that his or her team will read what is written. Public forums are not the place to communicate Boart Longyear policies to Boart Longyear employees.

Employees should respect copyright and fair use laws. For Boart Longyear's protection and well as their own, it is critical that employees show proper respect for the laws governing copyright and fair use of copyrighted material owned by others, including Boart Longyear's own copyrights and brands.

PROTECTING CONFIDENTIAL & PROPRIETARY INFO

Social media blurs many of the traditional boundaries between internal and external communications. Employees should be thoughtful about what they publish—particularly on external platforms. They must make sure to not disclose or use Boart Longyear confidential or proprietary information or that of any other person or company in any online social media platform. For example, an employee should ask permission before posting someone's picture in a social network or publishing in a blog a conversation that was meant to be private.

BUSINESS PERFORMANCE & OTHER SENSITIVE SUBJECTS

Some topics relating to Boart Longyear are sensitive and should never be discussed, even if employees are expressing their own opinion and using a disclaimer. For example, employees must not comment on, or speculate about, Boart Longyear's future business performance (including upcoming mid-year or year-end results); Boart Longyear's business plans; unannounced strategies or prospects (including information about alliances); potential acquisitions or divestitures; similar matters involving Boart Longyear's competitors; legal or regulatory matters affecting Boart Longyear and other similar subjects that could negatively affect Boart Longyear. This applies to anyone, including conversations with financial analysts, the press or other third parties (including friends). If employees are unsure of the sensitivity of a particular subject, they should seek advice from their manager or legal team before talking about it or simply refrain from the conversation. Boart Longyear policy is not to comment on rumors in any way. Employees should merely say, "no comment" to rumors. They should not deny or affirm them (or suggest the same in subtle ways), speculate about them, or propagate them by participating in "what if"-type conversations.

Employees must protect Boart Longyear's clients, business partners and suppliers. Clients, partners or suppliers should not be cited or obviously referenced without their approval. Externally, employees must never identify a client, partner or supplier by name without permission and never discuss confidential details of a client engagement. Internal social media platforms permit suppliers and business partners to participate so employees should be sensitive to who will see their content. If a client hasn't given explicit permission for their name to be used, employees should think carefully about the content they are going to publish on any internal social media and get the appropriate permission where necessary.

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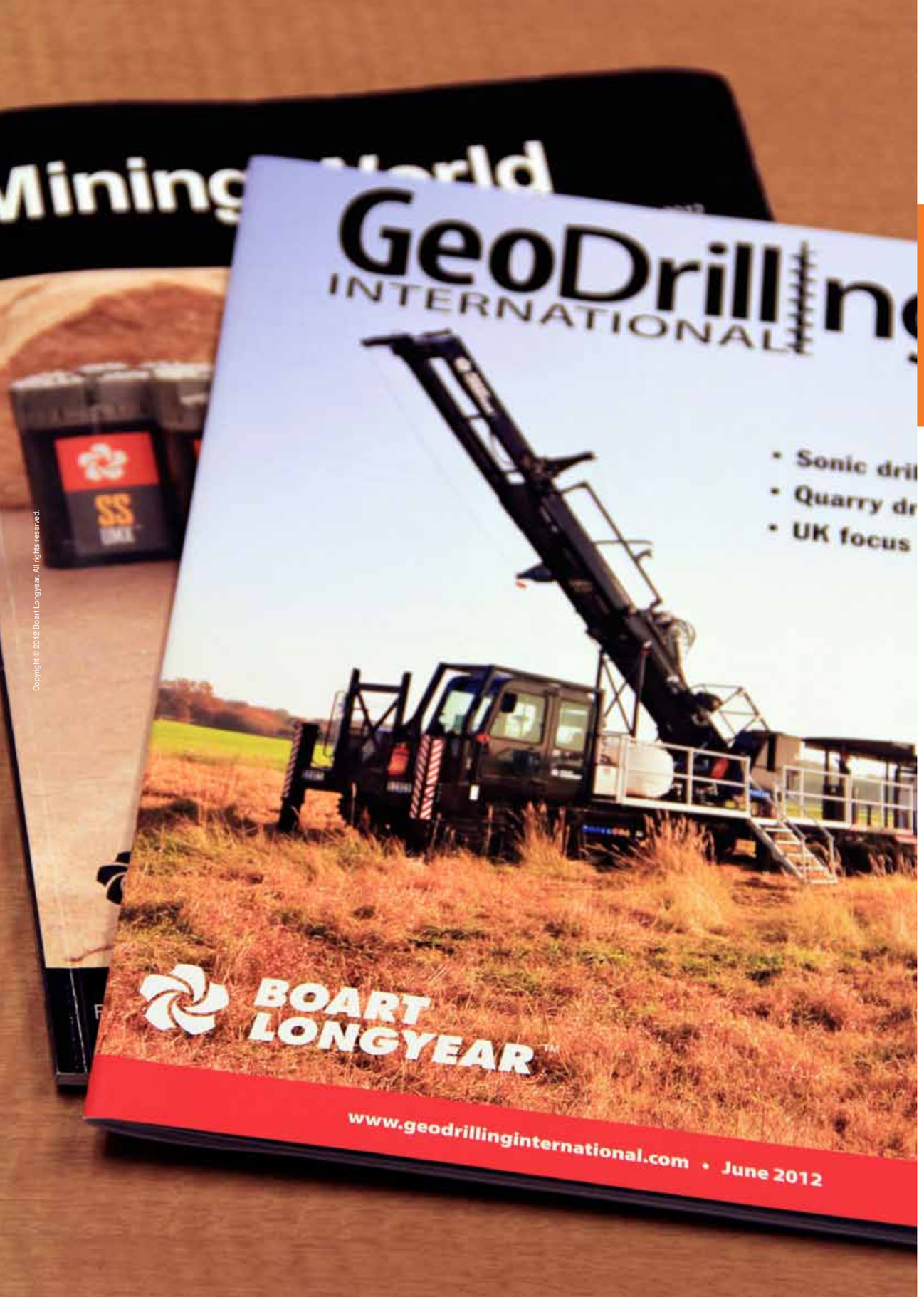

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PUBLIC RELATIONS

Managing the Boart Longyear brand includes managing press inquiries and public relations regarding the company.

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PUBLIC RELATIONS

Any media inquiries should be forwarded to the appropriate Press and PR Contacts. If an employee cannot avoid fielding questions from the media (such as at a live event or during an interview), he or she should follow these guidelines.

Never discuss any of the following with the media:

a. Names of individuals

b. Client names, job or mine names and/or contract numbers

c. Personal opinions about the matter of discussion

PRESS AND PR CONTACTS

Any public relations questions should be directed to the Press and PR Contacts. General press inquiries (such as those asking for approved images or logo files) may be referred to www.BoartLongyear.com/press-room.

Products/Drilling Services
Cody Dingus
+1 801.952.8359
cody.dingus@boartlongyear.com

Corporate/Investor Relations
Monika Portman
+1 801.952.8451
monika.portman@boartlongyear.com

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CANADIAN MINING

Award-winning drilling company puts safety first

ZANDILE MAVUSO | FEATURES REPORTER

Safety is of significant importance to mineral exploration drilling company Boart Longyear, which has been supplying mining projects like iron-ore operations in the remote area of Schefferville in northern Quebec, Canada.

The US company has manufacturing plants at Mississauga and North Bay, which are both in Ontario, and was awarded a Safety and Health Achievement Recognition Program (Sharp) award from the Utah Occupational Safety and Health Administration (OSHA), on May 31, for its Salt Lake City manufacturing plant in the US.

This plant employs the same safety procedures as those at Boart Longyear's Mississauga plant, which manufactures rock drill and blast tooling, and North Bay plant, which manufactures coring tooling for the company.

Boart Longyear believes that safety starts with acknowledging, planning for and mitigating risks, which will result in fewer accidents in the workplace.

The safety programmes devised by Boart Longyear keep safety at the forefront and keep drillers informed on the latest safety issues.

"The company's environmental health and safety system is based on personal responsibility, transparency and uncompromising safety. We have used these principles to empower employees to be responsible for their own safety and the safety of others," says Boart Longyear Salt Lake City plant manager **Drew Butler**.

He adds that each month five employees at every plant volunteer to be Safety Champions for the month. The champions make rounds each day looking for safety risks and alert management to hazards that need to be dealt with immediately. The management team at each plant also does daily safety walks and weekly risk assessments.

"The major initiatives implemented at Boart Longyear's global plants have been centred on recycling, improving the work environment and simplifying the processes. The elimination of hazardous substances from the plants and improving the dust collection systems are measures taken so that the work environment is improved," says Butler.

Boart Longyear believes that the correct culture among its employees must be created at all times and in boosting morale by increasing employee buy-in for all practices.

"One of the most important resources and initiatives is to attract, retain and develop the best people in the industry. We continually invest in safety, skills training, team building and motivational training. We believe that investment in the people pays off in safety statistics and production," says Butler.

AT WORK
A Boart Longyear employee arranges diamonds in a mould which is used to create diamond coring bits

Awards

The Sharp award is presented to companies that maintain an exemplary safety and health management system. Together with the OSHA, Boart Longyear identified and implemented best practices to protect workers at all its plants by developing an innovative management system.

"Boart Longyear is one of only nine Sharp companies in Utah and it's all about making sure employees go home safely," says Utah commissioner of labour **Sherrie Hayashi**.

The company also received a Genius Award in April for being a top patent company in 2011. In March this year, Boart Longyear's Minerals & Energy Drilling Services team in Martabe, Indonesia, was recognised for achieving six years of lost-time injury (LTI) free hours.

Further, on February 19, its team at the Calgary Rotary Zone achieved a significant safety milestone by completing one-million hours worked without a lost time incident LTI which translates into 1 221 days.

MINING WEEKLY COUPON ON PAGE 12 E261714

Mining Magazine *Awards*

Exploration
Ultramatrix drill bit

BOART LONGYEAR™

Boart Longyear bits break ground

"UMX uses advanced metallurgical formulas with larger, impregnated diamonds for increased penetration, turning easily from one ground formation to another"

When comparing diamond coring bits, Boart Longyear's Utramatrix (UMX) bits are distinctly unique in design.

The crown's Stage waterways and the Razorcut protrusions on the face are distinctive characteristics of these bits, which were launched in March 2011.

But, perhaps the most distinguishing feature is unseen, being inside the matrix of the bit. The innovative metallurgic formula provides drilling versatility and long life.

Traditionally, a diamond bit is carefully selected for specific ground conditions and often switched mid-process to accommodate changing rock formations, resulting in lost productivity.

The UMX uses advanced metallurgical formulas with larger, synthetic diamonds to provide increased penetration capabilities, turning easily from one ground formation to another.

The all-in-one quality of the UMX translates to less tripping, increased productivity and less inventory.

By utilising Boart Longyear's patented Stage waterway technology, UMX bits offer crown heights up to an unprecedented 25mm.

The geometry of these windows sustains the integrity of the bit through the entire 25mm, providing it with maximum life.

The Twin-Taper waterways design dramatically improves surface flushing, forcing debris through the windows while keeping the bit face clear and reinforcing the inner diameter.

The unique Razorcut protrusions, or bumps, on the surface of the bit contain diamonds, which enable the bit to begin cutting right out of the box.

The arrangement of these protrusions also improves tracking and balance in the hole when drilling begins.

200% INCREASED BIT LIFE

While much of the exploration industry is hesitant to implement new drilling technology, Canada's George Downing Estates Drilling Limited (Downing Drilling) has gained a competitive advantage with its early adoption of the UMX bits.

While exploring for iron ore near Schefferville in Northern Quebec, Canada, the crews faced very tough ground conditions with formations in excess of 70% iron ore.

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PRODUCT, SAFETY, SERVICE AND HAZARD ALERTS

The purpose of issuing an Alert is to effectively communicate information to the consumer (or end user) related to products and drilling services, including: (i) product introductions, obsolescences and upgrades; (ii) product name change; (iii) safety precautions related to products; (iv) service actions required or recommended for products equipment; and (v) report of incidents resulting in injury/death, or potential for such results.

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ALERT PROCESS

1. Identify type of Alert required:

   a. Global products and equipment:
      Product: Introduction, obsolescence, upgrade, name change

      Safety: Potential for incidents resulting in injury/death

      Service: Service actions required, or recommended for products/equipment

   b. Global drilling services: Hazard Incidents resulting in injury/death, or potential for such results

2. Register the Alert with Marketing and request
   an Alert number.

   a. If identified as safety Alert, inform Environmental Health & Safety (EHS) and Product Management (PM).

3. Engineering writes a draft of the Alert.

4. Marketing formats the draft Alert to follow the corporate template.

5. Engineering and Product Management review the Alert.

6. Product Management reviews the Alert content with the following people before approving for distribution:

   a. LE - Legal

   b. EHS – Environmental, Health and Safety (for safety Alerts only)

7. A specific distribution plan for each Alert should be prepared and proposed to Legal, Field Service and EHS as part of the review of the Alert itself.

8. Once approved:

   a. Product Manager, or assigned distribution leader, distributes the Alert to the appropriate recipients. The distribution leader is determined by the Product Manager and Engineering. (If the Alert is considered a high risk for the end user, the distribution leader is responsible for making every attempt to contact customers directly, and must keep a log of who was contacted and when.)

   b. Marketing posts the Alert to The Underground.

   c. Engineering posts an Alert reference in MXP.

   d. Environmental, Health and Safety, Marketing and Communications and Product Manager keep on file.

PRODUCT ALERTS:

1. Be brief and to the point.

2. Identify clearly the product, size, lot number(s), code(s) or serial number(s) and any other pertinent descriptive information to enable accurate and immediate identification of the product.

3. Explain concisely the reason for the recall and the hazard involved.

4. Provide specific instructions on what should be done with respect to the recalled product.

5. Provide a ready means of communication, so that the recipient may report to the recalling firm about whether or not it has any of the product.

6. The communication should not include promotional materials, or any other statement that may detract from the message. The goal of a product Alert is to identify affected products, hazards, and instructions.

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SAFETY ALERTS:

1. If the Alert is following an accident, determine the reason why the event occurred.

2. Refrain from using the following:

   a. Names of individuals

   b. Client names, job or mine names and/or contract numbers

   c. Personal opinions (i.e. indicating how serious the event could have been…“this could have resulted in a fatality”)

   d. Judgments on manufacturers of equipment

3. Alerts must be numbered, dated and kept on file by the EHS Manager or his or her designate.

SERVICE ALERTS:

1. If the Alert relates to risk of injury:

   a. Specifically advise that the current condition is considered as creating a high or moderate risk of injury, and that the suggested fix/replacement is designed to reduce or eliminate the risk

   b. Depending on the severity, instruct recipients to take the equipment out of service until the correction has been made. Also consider instructing recipients that failure to take the equipment out of service or to make the necessary fix could result in injury, and by that the company disclaims any responsibility for any accidents or injuries caused by failure to follow instructions

2. Specify the part number of the field repair kit and the bill of material, if the parts are shipped loose. Specify whether there is a charge associated with the field repair kit or replacement material.

3. List the tools required to complete the instructions. Be specific.

4. List step-by-step instructions for repair.

5. Provide a rough time estimate for repair: “Replacement is relatively simple and will take approximately 1 hour with a skilled mechanic.”

6. Include personal protective equipment (PPE) notes: “Wear proper personal protective equipment before attempting to operate or repair any drill.”

7. Provide any special instructions: “Very important: Care must be taken to ensure proper end play when assembled. Follow the step-by-step instructions detailed in this service alert.”

8. Provide a contact for questions: “If you have any questions, please contact your Boart Longyear Service Representative and refer to Alert # XXX.”

9. Alerts must be numbered, dated, and kept on file by the Product Manager or his or her designate.

HAZARD ALERTS:

1. If the Alert is following an accident, determine the reason why the event occurred.

2. Refrain from using the following:

   a. Names of individuals

   b. Client names, job or mine names and/or contract numbers

   c. Personal opinions (i.e. indicating how serious the event could have been…“this could have resulted in a fatality”)

(Continued on next page)

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d. Judgments on manufacturers of equipment.

e. Statements that indicate which Golden Rules were violated. Simply make reference to the Golden Rules that should have been considered.

3. Include:

a. Description of incident

b. Injury, damage or impact

c. Primary cause

d. Corrective action

4. List the Golden Rules of Safety

5. Alerts must be numbered, dated, and kept on file by the EHS Manager or his or her designate.

ALERT FORMAT - GLOBAL PRODUCTS & EQUIPMENT

Product – Introduction, obsolescence, upgrade, name change.

Safety – Potential for incidents resulting in injury/death.

Service – Service actions required or recommended for products/equipment.

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SAFETY ALERT

BOART LONGYEAR

No. S042012-04 Date: April 2012 Page: 1 of 6

LX16 (KWL1600) E-Stop

Issue:
During a recent review of LX16 (KWL1600) drill rigs, Boart Longyear has noted that the rig E-Stop (Emergency Stop) circuits may allow a rig to restart if the E-Stop relays fail and the Emergency Stops are activated.

LX16 (KWL1600) drill rig

Problem:
It is possible to restart the rig in certain conditions after an E-Stop (Emergency Stop) button has been activated. For example, if an E-Stop is activated while the rig is running it will “shut down” the rig which is correct; however it may be possible to restart the rig without deactivating the E-Stop first if one of the relays is faulty.

Units Affected:
All KWL1600 Drill Rigs pre 2012 are affected by this alert.

KWL Manufactured Rigs:	KWL1600H-2008-24
1600-01-0103-04	KWL1600H-2008-25
1600-02-0103-04	KWL1600H-2008-29
1600-03-0219-06	KWL1600H-2008-33
1600-04-0266-07	KWL1600H-2008-35
1600-05-0266-07	KWL1600H-2008-36
1600-06-0284-07	KWL1600H-2008-37
1600-07-0351-07	KWL1600H-2008-39
1600-08-0294-08	KWL1600H-2008-41
1600-09-0352-08	KWL1600H-2008-42
1600-10-0350-08	KWL1600H-2008-43
Boart Longyear Manufactured Rigs:	KWL1600H-2008-44
KWL1600-2007-284	KWL1600H-2008-46
KWL1600-2007-294	KWL1600H-2008-47
KWL1600-2007-351	KWL1600H-2008-48
KWL1600-2007-352	KWL1600H-2008-49
KWL1600-2008-019	KWL1600H-2009-02
KWL1600-2008-033	KWL1600H-2009-03
KWL1600-2008-037	KWL1600H-2009-04
KWL1600-2008-041	KWL1600H-2009-05
KWL160004026607	KWL1600H-2009-06
KWL160005026607	KWL1600H-2009-07
KWL1600H-2007-12	KWL1600H-2010-01
KWL1600H-2008-01	KWL1600H-2010-02
KWL1600H-2008-02	KWL1600H-2010-03
KWL1600H-2008-03	KWL1600H-2010-04
KWL1600H-2008-04	KWL1600H-2010-06
KWL1600H-2008-05	KWL1600H-2010-08
KWL1600H-2008-06	KWL1600H-2011-01
KWL1600H-2008-07	KWL1600H-2011-02
KWL1600H-2008-08	KWL1600H-2011-03
KWL1600H-2008-09	KWL1600H-2011-04
KWL1600H-2008-11	KWL1600H-2011-08
KWL1600H-2008-12	KWL1600H-2011-09
KWL1600H-2008-13	KWL1600H-2011-10
KWL1600H-2008-15	KWL1600H-2011-11
KWL1600H-2008-16	KWL1600H-2011-12
KWL1600H-2008-17	KWL1600H-2011-13
KWL1600H-2008-19	KWL1600H-2011-14
KWL1600H-2008-21	KWL1600H-2011-19

Golden Rules of Safety
1. Stop any unsafe activity immediately!
2. You must be fit to do the job!
3. Conduct a risk assessment before starting any activity!
4. Use the correct tools and safety equipment for the job!
5. Maintain a safe body position at all times!
6. Ensure no contact with any source of energy (rotating machinery, electricity, pressure in pipes and hoses, etc.) or a hazardous substance!

Boart Longyear is constantly striving to improve its products and must therefore, reserve the right to change designs, materials, specification and price without notice.
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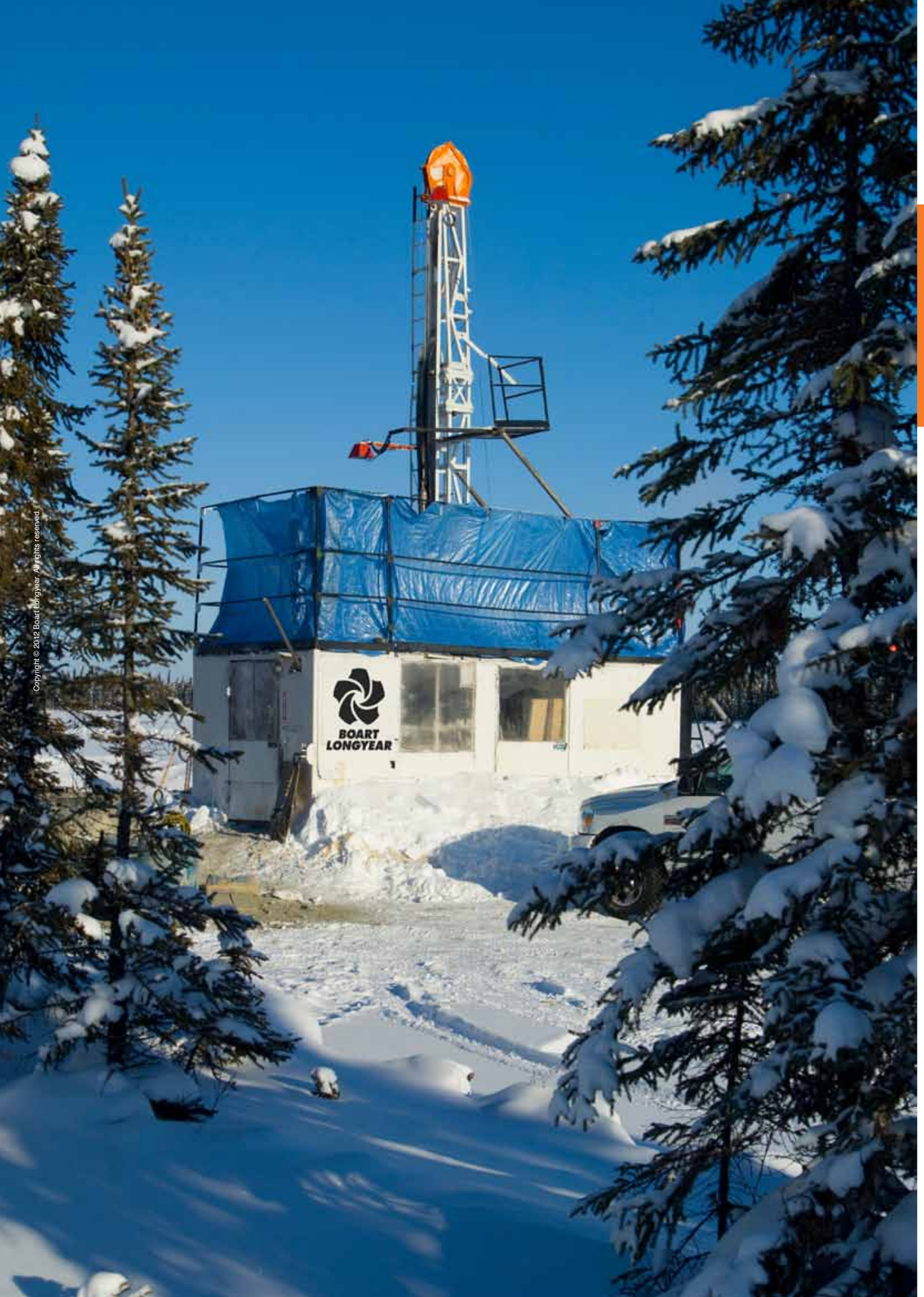

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DISTRIBUTOR & BUSINESS PARTNER GUIDELINES

Business partners and distributors are a vital part of our marketing and sales approach. Providing information about Boart Longyear's branding policy helps distributors strengthen and support our efforts. By the same token, the Boart Longyear Marketing team can support distributor marketing and sales efforts by providing high quality copies of our promotional materials (e.g. logos and corporate colors) and design services.

To learn more, please contact marketing@boartlongyear.com.

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USING BOART LONGYEAR LOGOS, MARKS & TRADEMARKS

Boart Longyear owns the rights and trademarks to several marks. When using these marks they must be reproduced faithfully and exactly as described in this style guide.

For a full list of available logos please see the Logos section. It is important to note the trademark (™) and registration mark (®) usage and placement for different marks.

For a full list of trademarked products, please see the Trademarks section. Take note of the capitalization and use of the trademark symbol.

Authorized Distributors do not have the authority to grant permission for the use of ANY Boart Longyear logo, trademark, mark, or copyrighted materials (including photos) to any third party for any purpose and should not share this guide or accompanying material with anyone.

If a distributor makes use of Boart Longyear trademarks on a website or in marketing material not generated by Boart Longyear, proper attribution of those marks is required. To ensure that their use of Boart Longyear's trademarks is proper, distributors should place a symbol such as an asterisk "*" next to the first use of a Boart Longyear trademark that corresponds to a footnote on that same page identifying Boart Longyear as the owner of the trademark. An example of the proper acknowledgement to be placed in a footnote following the use of Boart Longyear's 'Stage' trademark is: "* Stage™ is a trademark of Boart Longyear."

Of specific concern is Boart Longyear's 'Q' trademark. If a distributor makes use of the Q mark in any of its advertising materials, they should do so in a manner that properly acknowledges that the Q mark is a registered trademark of Boart Longyear. Distributors should only use the Q trademark in connection with, or to refer to, Boart Longyear Genuine Q® Wireline products. A symbol such as an asterisk, "*", should be placed in upper case next to the first use of the Q mark on a page, that corresponds to a footnote on that same page identifying Boart Longyear as the owner of the Q trademark as shown below. An example of how distributors could provide the proper acknowledgement for the Q mark is:

"*Q® is a registered trademark of Boart Longyear that refers to the Q® Wireline System. Boart Longyear Genuine Q® Wireline products are designed and intended to be used with Boart Longyear's Q® Wireline System."

COBRANDING

Where appropriate Authorized Distributors may display their logo alongside the Boart Longyear logo. It must always be made clear that the material produced is that of an Authorized Distributor and not of Boart Longyear.

Authorized Distributor

BOART LONGYEAR™

CREATING NEW MATERIALS

There are two ways to create new materials using the Boart Longyear brand:

- Authorized Distributors may create their own materials and send to Boart Longyear Marketing for approvals.
- Authorized Distributors can request design and marketing services at no charge from Boart Longyear Marketing.

Authorized Distributor relationships are regulated under a separate contract with Boart Longyear. For more information please contact legal@boartlongyear.com.

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There are several assets available to create promotional and marketing materials. These include logos, templates, photographs and other digital assets.

Marketing Approval

To request approval for a self-produced piece please email a PDF of the item to **marketing@boartlongyear.com** with the subject line: **Authorized Distributor Approval Request**. Be sure to include where the piece will be viewed, quantity being produced, and any relevant deadlines.

Marketing Design Request

To request design and marketing from Boart Longyear's Marketing team send an email to **marketing@boartlongyear.com** with the subject line **Authorized Distributor Design Request**. For quickest turn around time please include the following in your email:

- Relevant deadlines
- Size of piece
- Quantity*
- Where this will be produced/displayed
- Audience
- Any other requests or guidelines

* Authorized Distributors are responsible for all production and hard costs. Quantity helps the Marketing team gauge what techniques or designs will best work depending on the run size.

USE OF THE BOART LONGYEAR NAME

The Boart Longyear name may be used in social media (Facebook, Twitter, Pinterest, LinkedIn, etc) as long as it is made clear that the relationship is that of an Authorized Distributor.
The Boart Longyear name and trademarks **MAY NOT** be used in paid search.

Any use of the Boart Longyear name must adhere to the messaging guidelines provided in this style guide.

TRADESHOWS

Distributors exhibiting at industry tradeshows should make the distinction that they are authorized distributors of Boart Longyear products, and not a unit within the company. This should be done by displaying the distributor's logo or company name as the main title of the booth with the "Authorized Distributor Boart Longyear" logo secondary, as illustrated in the example below. Any uniforms worn by distributor staff should also make this distinction.

Proper Distributor Booth Branding Example

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DISTRIBUTOR AD EXAMPLE 1

NEW 10UMX™ DIAMOND BIT
Global Drilling Products
FREE-CUTTING IN HARD ROCK
Designed for hard rock conditions, the new 10UMX™ diamond bit is the most free-cutting bit within the award-winning UMX diamond bit series.
10UMX features the advanced patented Ultramatrix crown formula and is specially designed for fast cutting and maximum productivity within hard ground.
www.BoartLongyear.com • ASX: BLY
Learn more at:
www.BoartLongyear.com/10UMX
BOART LONGYEAR
mapek
MAKİNE ve SANAYİ LTD. ŞTİ.
Authorized Distributor Boart Longyear Products

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DISTRIBUTOR AD EXAMPLE 2

NEW 10UMX™ DIAMOND BIT
Global Drilling Products
FREE-CUTTING IN HARD ROCK
Designed for hard rock conditions, the new 10UMX™ diamond bit is the most free-cutting bit within the award-winning UMX diamond bit series.
10UMX features the advanced patented Ultramatrix crown formula and is specially designed for fast cutting and maximum productivity within hard ground.
www.BoartLongyear.com • ASX: BLY
Learn more at:
www.BoartLongyear.com/10UMX
mapek
MAKİNE ve SANAYİ LTD. ŞTİ.
Authorized Distributor
BOART LONGYEAR

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LEGAL

The following trademark process must be followed to ensure legal compliance. If in doubt about whether or not a particular name, mark or logo is a Boart Longyear trademark, or if you have any questions about the use of Boart Longyear's trademarks, contact Boart Longyear's Legal department for assistance.

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BOART LONGYEAR TRADEMARK POLICY

Policy Number: LEG-0008-02-10
Effective Date: September 30, 2010

NOTE: This Policy is current as of September 30, 2010, any policy updates after this date are available in the Boart Longyear Trademark Policy posted at www.BoartLongyear.com/brand

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1. Introduction and Purpose

The purpose of the Boart Longyear (Boart Longyear) Trademark Committee is to establish and manage a process for determining when and how Boart Longyear should file for new and/or maintain existing trademarks, service marks, design patents, web domain names and copyrights, as well as enforce all associated rights.

This policy applies to each employee of Boart Longyear and each of its subsidiaries and affiliates, regardless of location. Compliance with this policy is a condition of continued employment with the company. Any employee that fails to comply with this policy may be subject to disciplinary action, which may include termination of employment.

2. Trademark Committee

The Trademark Committee will be comprised of representatives from Products, Legal, Drilling Services, E&I, Tax, Communications and outside trademark counsel. The Trademark Committee will determine the schedule for its meetings.

2.1 The objectives of the Trademark Committee include the following:

A. evaluate new trademark requests and determine whether to approve the request and file a trademark application;

B. determine which countries to pursue trademark filings;

C. assist Marketing with the registration, management and maintenance of web domain names;

D. implement and maintain the Boart Longyear Trademark Guidelines (Guidelines), and the process flow for review of marketing and communication materials;

E. manage the lifecycle of a trademark, including procurement, foreign filing, maintenance, renewal and abandonment;

F. provide oversight for the use of Boart Longyear trademarks and determine strategic importance and business value for each mark;

G. manage Boart Longyear's trademark portfolio as a competitive asset of the company;

H. enforce trademark and copyright usage and associated rights, including domain name disputes;

I. and to manage the renewal or abandonment process of existing trademarks and copyrights.

2.2 Key Deliverables

A. The Committee will:

i. Evaluate new trademark, service mark, web domain name and copyright requests.

ii. Manage enforcement and ongoing trademark prosecution matters.

iii. Define a list of foreign jurisdictions in which trademark protection should be pursued

iv. Evaluate trademarks scheduled for renewal and establish an action plan for each mark.

B. The Committee will update the Executive Committee on the current state and future efforts of the Committee, where appropriate.

3. Requests for New Trademarks

3.1 Selection and Clearance of a Mark

A trademark should be a source identifier and a guarantor of quality. Any new proposed trademarks, or change in the use of existing marks need to be reviewed and approved by the Committee. To begin the review process, a Trademark Request form should be completed. The form can be obtained by contacting intellectualproperty@boartlongyear.com. The completed Trademark Request form should then be submitted to the Trademark Committee by e-mail to: bltrademarks@boartlongyear.com.

Upon receipt, the request will be reviewed by the Trademark Committee to determine strategic importance, usefulness, commercial potential, etc. The proposed trademark may also be forwarded to outside trademark counsel for searching and clearance.

The Trademark Committee will evaluate the new trademark and any search results to determine whether the mark is inherently distinctive or capable of acquiring distinctiveness through continuous and exclusive use by Boart Longyear.

4. Trademark Prosecution

Prosecution of U.S. and foreign trademark applications will be coordinated by the Legal Department and outside trademark counsel with input from the Trademark Committee and product managers when necessary. No trademark applications are authorized unless they have been approved by the Committee.

5. Foreign Filing

Applications with a foreign filing deadline will be reviewed by the Trademark Committee to determine whether foreign applications should be filed.

6. Abandonment

The Trademark Committee will determine on an ongoing basis which trademarks will be maintained and which trademarks will be abandoned. Maintenance fees and instructions to abandon trademarks will be handled by the Trademark Committee and outside trademark counsel.

7. Enforcement of Trademarks

The Legal Department will coordinate and oversee all trademark enforcement and/or trademark infringement related matters. No trademark infringement proceedings, including cease and desist demands are authorized without approval of the Legal Department.

8. Protecting Trademarks

Any Boart Longyear employee that becomes aware of any unauthorized use of Boart Longyear Trademarks, or use of confusingly similar marks, should immediately notify Boart Longyear's Legal Department.

9. Boart Longyear Trademarks

The list of Boart Longyear Trademarks is provided at the end of this section and will be updated with new trademark information on a regular basis. Be sure to refer to the online version of the Policy Guidelines (posted under the Global Policy Library on the Intranet site) for the latest versions. Note that the list may not be comprehensive, and the omission of a Boart Longyear Trademark from the list does not represent any waiver of any intellectual property rights of Boart Longyear in and/or to such Boart Longyear Trademark. If in doubt about whether or not a particular name, mark or logo is a Boart Longyear Trademark, or if you have any questions about the use of Boart Longyear Trademarks, contact Boart Longyear's Legal Department for assistance

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10. Trademark Usage Guidelines

Boart Longyear's trademarks, service marks, logos and trade dress ("Boart Longyear Trademarks") represent intellectual property rights owned by Boart Longyear and as such are valued assets of Boart Longyear. These Boart Longyear Trademarks (registered or unregistered) must be used properly. Follow these Trademark Guidelines ("Guidelines") when using Boart Longyear Trademarks in internal and external communications, documents and electronic messages.

This guide serves to instruct the reader about taking care of these Boart Longyear Trademarks and taking steps to protect them against those who would infringe them or attempt to use them in a way which would put them into the vernacular, making them useless as unique identifiers of Boart Longyear.

A. Trademark Information

"Trademark" is a word (e.g. GROUTMASTER), name (e.g. BOART LONGYEAR), or symbol (e.g.) used by an entity, such as a manufacturer, to distinguish its products from the products of other companies. Product names, slogan marks, logos, and certification marks also fall under this definition. For the customer, a trademark is an assurance of consistent product quality. As an exclusive property right of the trademark holder, a trademark can be one of the owner's most valuable assets.

"Service Mark" is a word, slogan, design, picture, or any other symbol used to identify and distinguish services (retail sales service, airlines services, insurance, investment services, and the like) as opposed to a product.

"Trade Dress" refers to the overall appearance of labels, wrappers and containers used in packaging a product, as well as the configuration of a product. Trade dress is the totality of the non-functional, visual and design elements presented to customers.

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B. Trademark Usage

The correct way to use Boart Longyear Trademarks is to clearly indicate to the customer that these are indeed trademarks. A Boart Longyear Trademark should always be used the same way. When a registered or unregistered Boart Longyear Trademark includes a claim to a particular font, style or design, the characteristic type face of such Boart Longyear Trademark as applied to its goods or services should not be changed or embellished. Where modifications or embellishments are desired for a Boart Longyear Trademark in advertisements or promotional items, the Legal Department's review of such promotional items is required before doing so.

Boart Longyear has, in addition to word and design marks, various slogans which are valuable assets serving to identify Boart Longyear and its products and services. Therefore, care should be taken to use the slogans correctly. Consequently, while it is proper to say:

"Our World To The Whole World" it is not proper to modify this to say, for example, "The Whole World Is Our World".

Employees must follow the following guidelines for proper trademark usage:

- A trademark must be directly affixed to the goods by, for example, directly applying labels, decals or the like, or directly printing the trademark, on the goods or containers for the goods.

- A service mark must be printed or otherwise directly applied to materials describing or promoting the services performed by the owner of the service mark.

- ALWAYS use Boart Longyear Trademarks as an adjective, accompanied by an appropriate noun (e.g. "Boart Longyear™ drilling services"). Do not use Boart Longyear Trademarks as a noun (e.g. "DeltaBase™ is an excellent product"). However, when referring to the company name, Boart Longyear is not being used in a trademark sense, but rather is a trade name. For example, "Boart Longyear has released the new DeltaBase drill rig." Trade names identify a company. Trademarks and service marks are used as source identifiers for a particular product or service. Thus, Boart Longyear is both a trade name and a trademark/service mark.

- Do NOT pluralize Boart Longyear Trademarks (e.g. high quality Longyears) or make possessive (e.g. Longyear's ratings).

- Do NOT combine Boart Longyear Trademarks with other words, symbols, or numbers, either as one word or with a hyphen. Do NOT abbreviate Boart Longyear Trademarks;

- Contact the legal department if there is any change in the goods and services to which you are affixing a Boart Longyear Trademark.

- Be consistent in the presentation of Boart Longyear Trademarks. CONSISTENCY and REPETITION in use of Boart Longyear Trademarks are the keys to a successful corporate identification program.

- Inform the Legal Department immediately after you become aware of any instance of unauthorized use of any Boart Longyear Trademarks or any knock-off product.

C. Identification of Boart Longyear Trademarks

- In letters, memos, press releases, white papers, advertising, slides, foils, video, and other multimedia presentations, ensure that you:

- Properly identify (with ™ or SM as applicable) each Boart Longyear Trademark at the most prominent use (often in the headline) and again in the first occurrence. For presentation graphics, each Boart Longyear Trademark should be designated with the proper trademark symbol (™ or SM) on each page, slide, and foil;

- In newsletters, magazines, and publications containing multiple articles, properly identify each Boart Longyear Trademark in the first occurrence in the table of contents, in headlines and in the first occurrence in every article in which it is used;

- In brochures, financial reports, books, white papers, data sheets, technical documentation, and other bound documents, properly identify each Boart Longyear Trademark in the first occurrence in the table of contents, in headlines, and in the first occurrence in text;

- In all charts and graphs, properly identify each Boart Longyear Trademark, as such charts and graphs could become separated, copied and used independently; and

- In all Boart Longyear Trademark tag lines, always use the proper trademark symbol (™ or SM) in every such reference.

D. Trademark and Service Mark Symbols

The following superscripts may be placed immediately adjacent to Boart Longyear Trademarks:

TM is used when a trademark is registered or pending with the U.S. Patent and Trademark Office or a foreign Patent and Trademark Office.

SM is used when a service mark is registered or pending in the U.S. Patent and Trademark Office. The SM designation can be associated with anything you believe to be a service mark.

The designation of either ™ or SM next to a mark may mean that it is protected under the common law but is not registered in the U.S. Patent and Trademark Office. Should any questions arise, please contact the Legal Department.

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E. Copyright Notice

A copyright notice should be added to any books, brochures and sales literature, newsletters, technical guides and web pages, and should include the year the material was last published. The copyright notice should read: "Copyright © [current year] BOART LONGYEAR. All rights reserved." The copyright notice should appear on each page of multi-page documents, or at the bottom of single-page material. Here are some examples:

- Books: Title page, page immediately following the title page, either side of the front or back cover, first or last page of the main body of the work.
- Brochures and Sales Literature: At the bottom of the back cover or the back page and on each page of the literature.
- Ads and Posters: At the bottom of the page, usually below the logo and address.
- Artwork: The front or back of the copies, any backing, mounting, framing, or other material to which the copies are durably attached, so as to withstand normal use.
- Newsletters: With the editorial staff information.
- Websites: At the bottom of each web page.

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BOART LONGYEAR TRADEMARKS

Current as of July 2012

ALPHA BIT™
ALPHA DESIGN™
BLE35™
BOART LONGYEAR (stylized – single stack)
BOART LONGYEAR (stylized – double stack)
BOART LONGYEAR (stylized – triple stack)
BOART LONGYEAR RQ™
BOART LONGYEAR™
BRADLEY LOGO™
CIRCULAR SYMBOL DEVICE®
CQ™
DB™
DELTABASE™
DELTATOOL™
DELTATOOLS™
ECONOSHELL™
ECONOSHOE™
EKLUND™
EZY-LOCK™
GROUT WITH CONFIDENCE™
GROUTMASTER™
HERCULES ROD MATE™
INTERCEPTOR™
ISOFLOW™
KWL STYLIZED™
KWL™
LASEROD™
LC™
LF™
LIGHTNING ROD™
LINK LATCH™
LM™
LONGYEAR Q™
LONGYEAR™
LR™
LS™
LX™
MASTERLINK™
MINISONIC™
MKII™
NITRO-CHUCK™
ORANGE & BROWN STRIPE DESIGN™
PILE WITH CONFIDENCE™
PROSONIC™
Q™
QUICK DESCENT™
QUICK PUMP IN™
RAZORCUT™
ROBUST STANDARD THREAD™
ROLLER LATCH™
RQ™
RST™
SECAN™
SECO™
SONICMICROPILES™
SONICPILE™
STAGE™
STOPEMASTER™
STOPEMATE™
SURFACE SET XP™
TRUSONIC™
TWIN DRIVE™
TWIN-TAPER™
ULTRAMATRIX™
UMX™
V-WALL™
XRH™

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